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FIG. 1

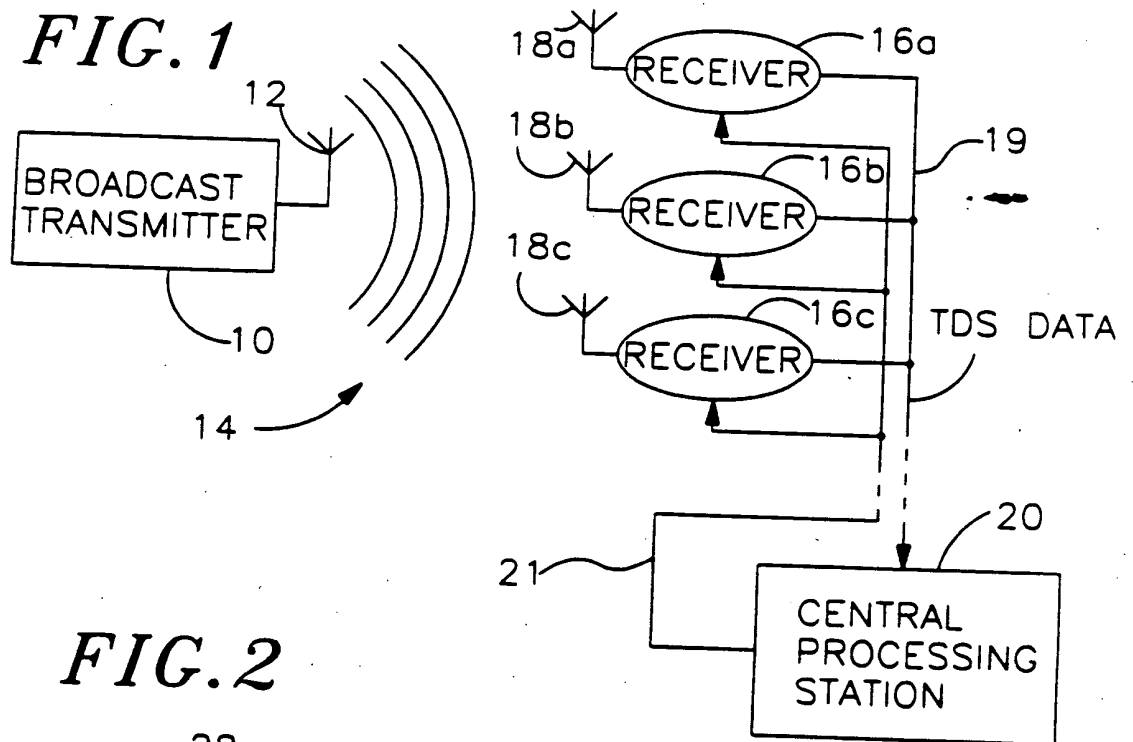
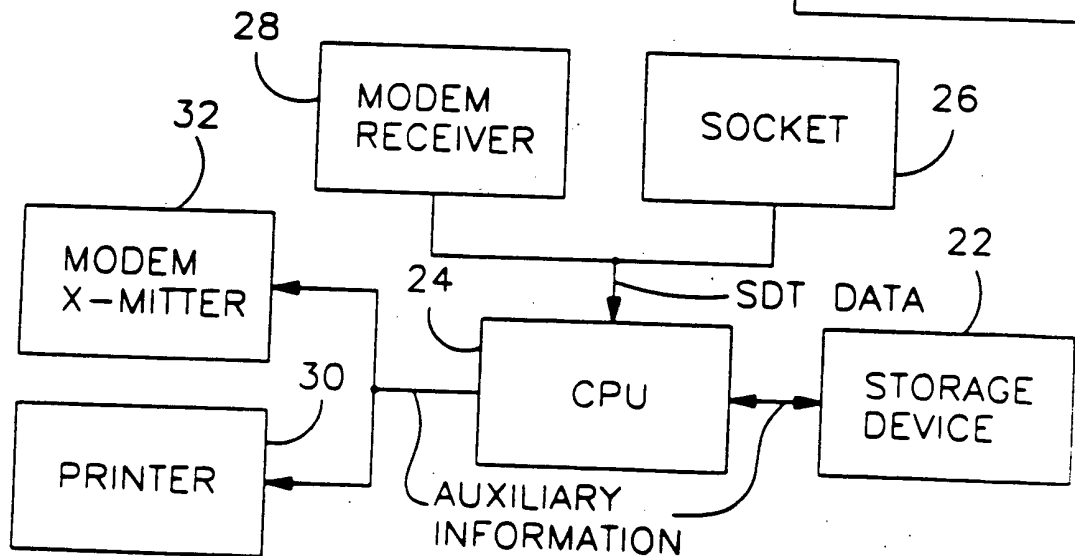
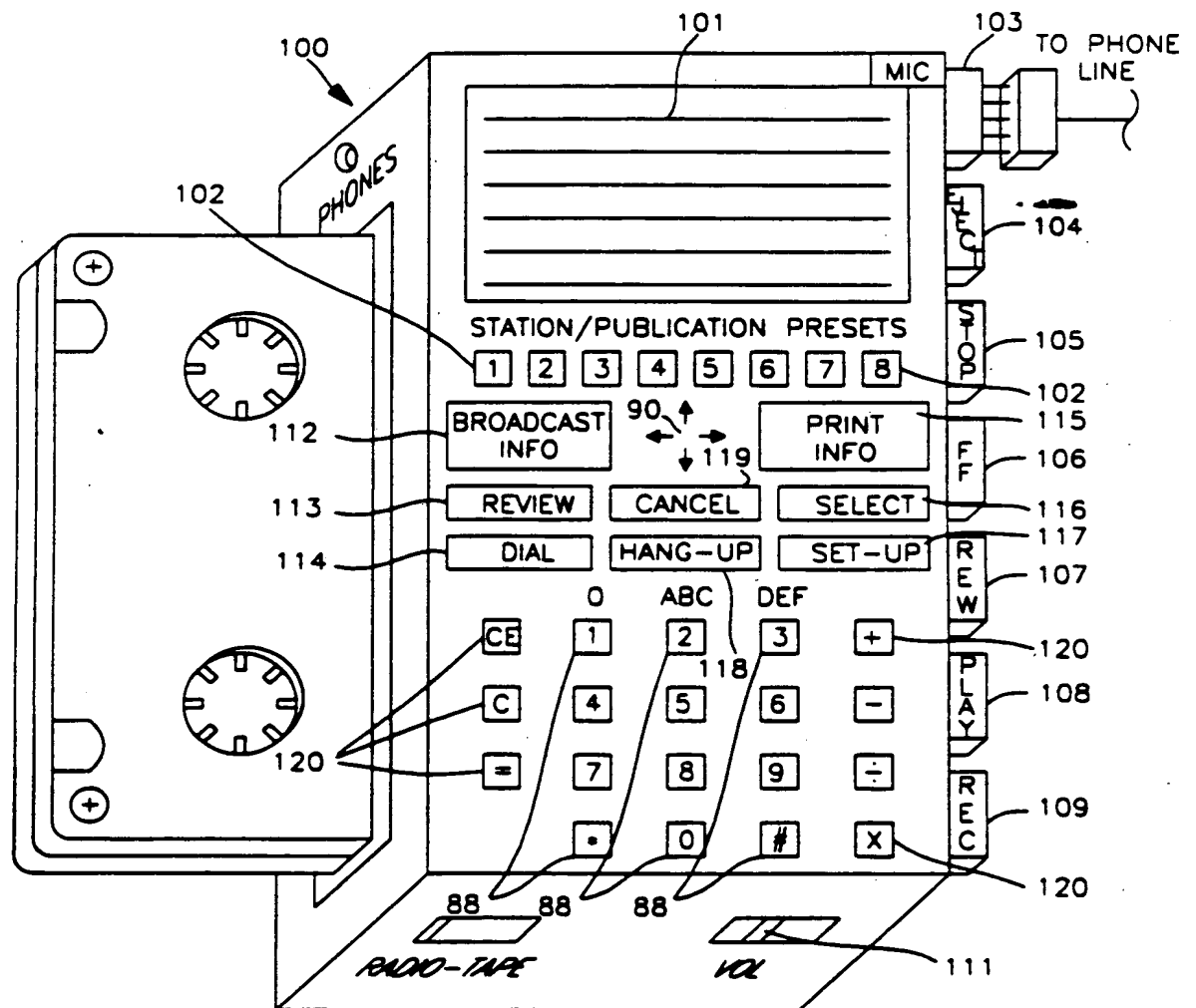


FIG. 2

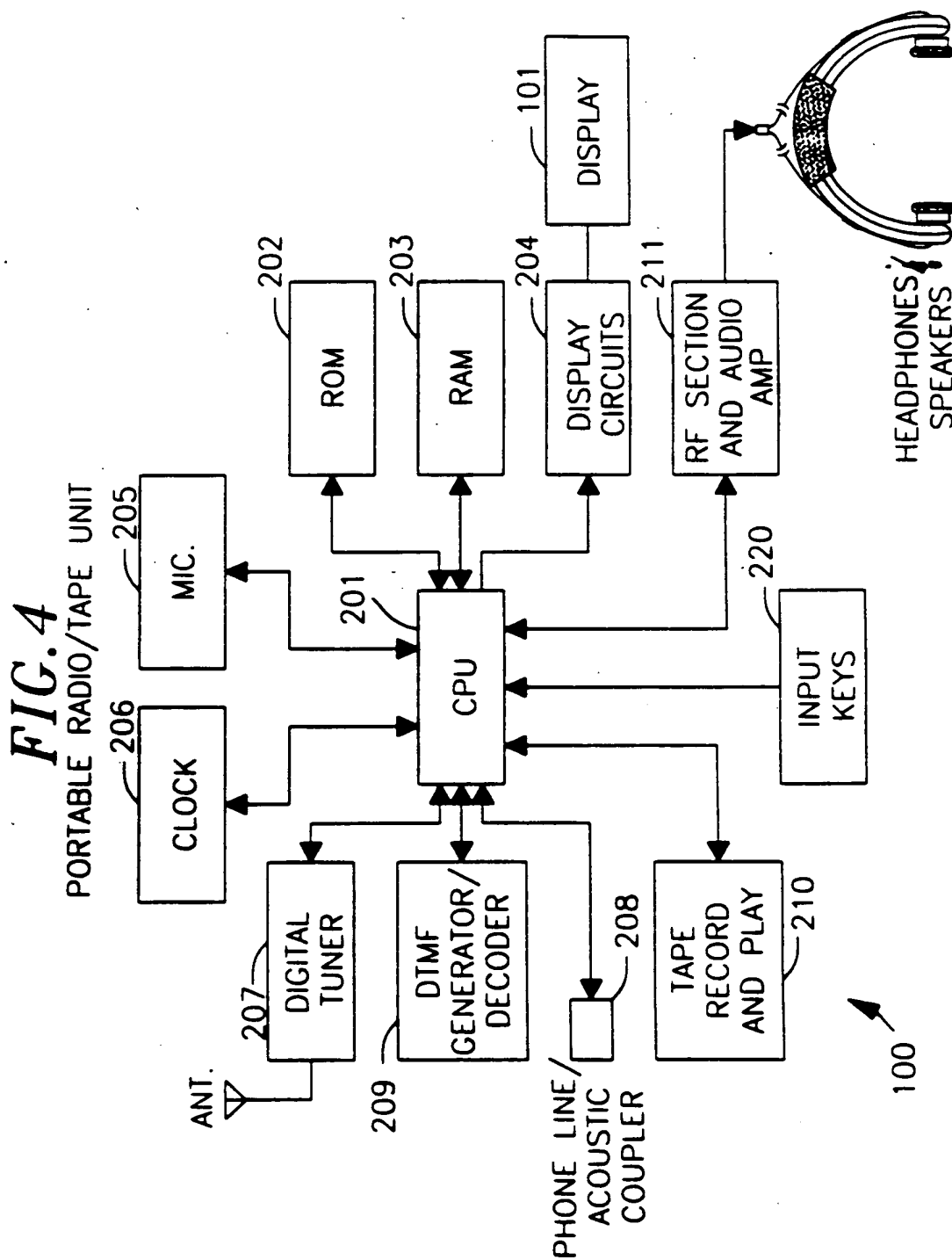


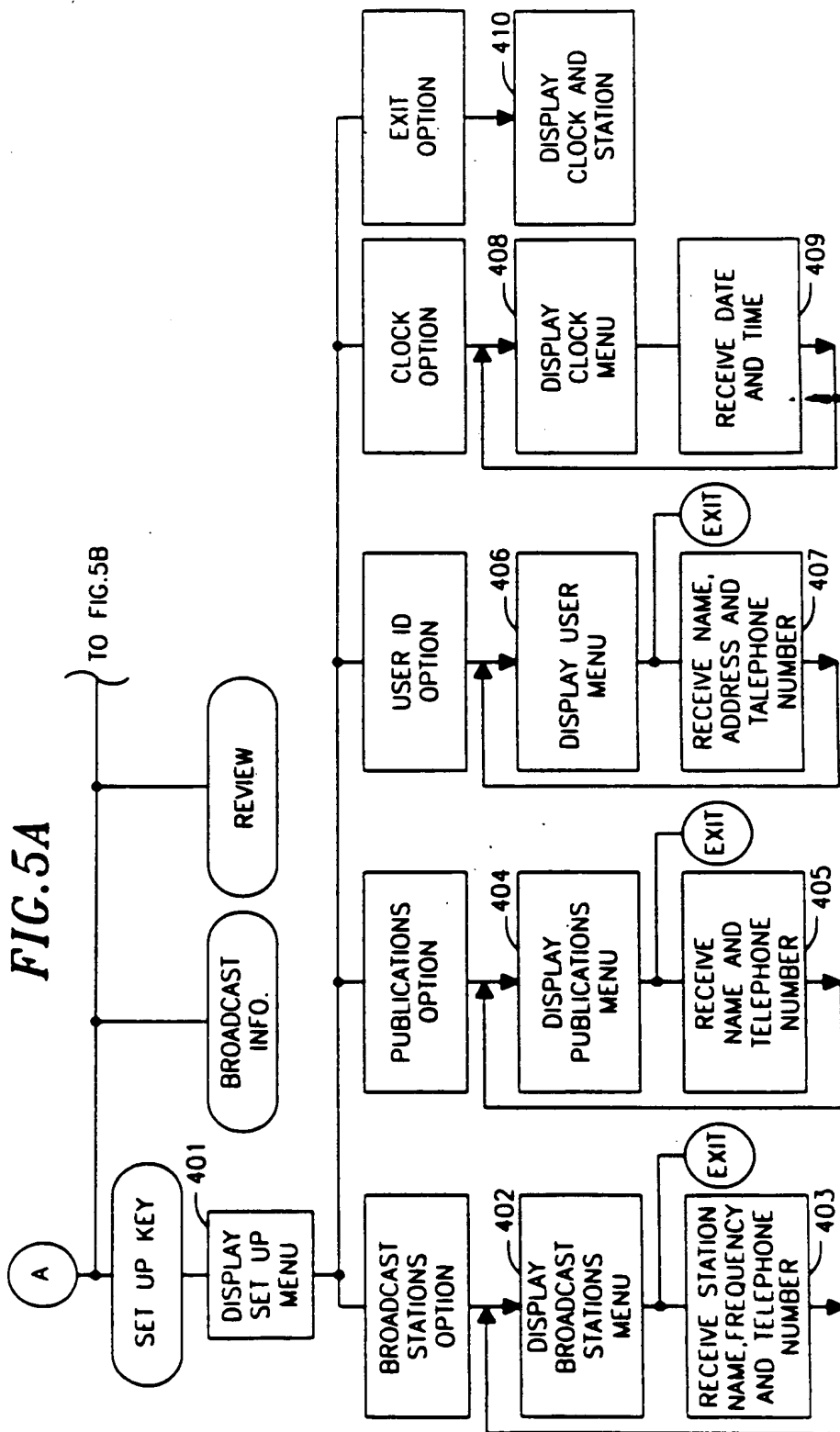
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FIG. 3



665410" 52262600





665743" 5226260

FIG. 5B

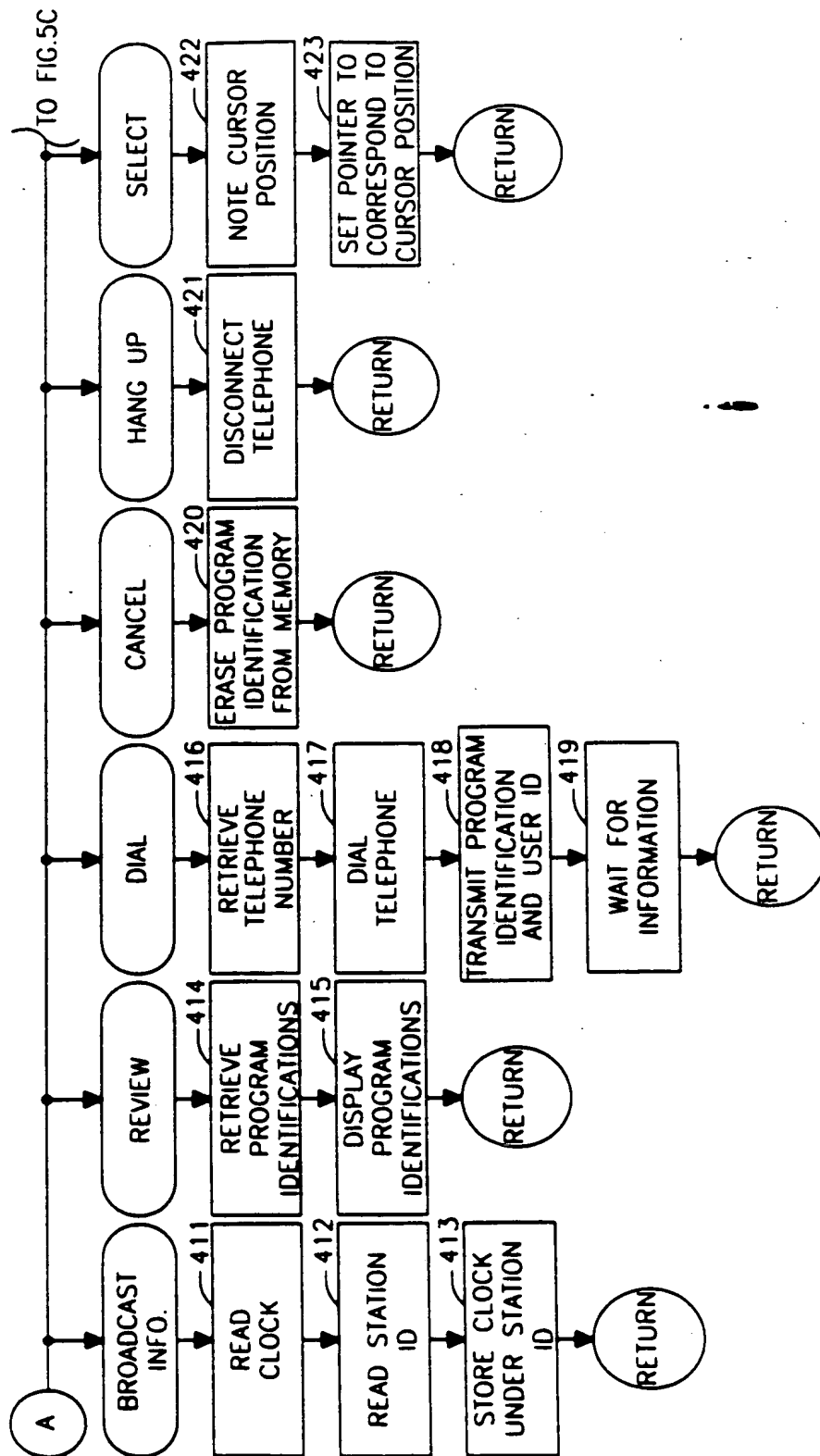
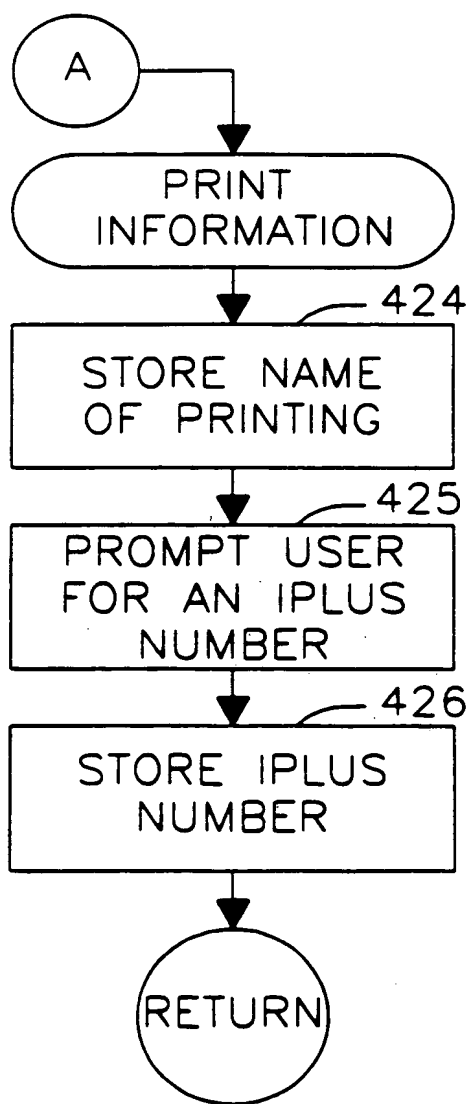


FIG. 5C

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FIG. 6A

SET UP MENU	
1.	BROADCAST STATIONS
2.	PUBLICATIONS
3.	USER ID
4.	CLOCK
5.	EXIT

FIG. 6B

BROADCASTING STATIONS			
PRESET	NAME	NUMBER	TELEPHONE
1	KKGO	105.1	800-777-2211
2	KPTH	101.1	800-549-8765
3	TV	2	800-932-6789
EXIT			

FIG. 6C

PUBLICATIONS		
PRESET	NAME	TELEPHONE
1	LA TIMES	800-949-3256
2	TIME	800-437-5432
3	BARRONS	800-844-6514
EXIT		

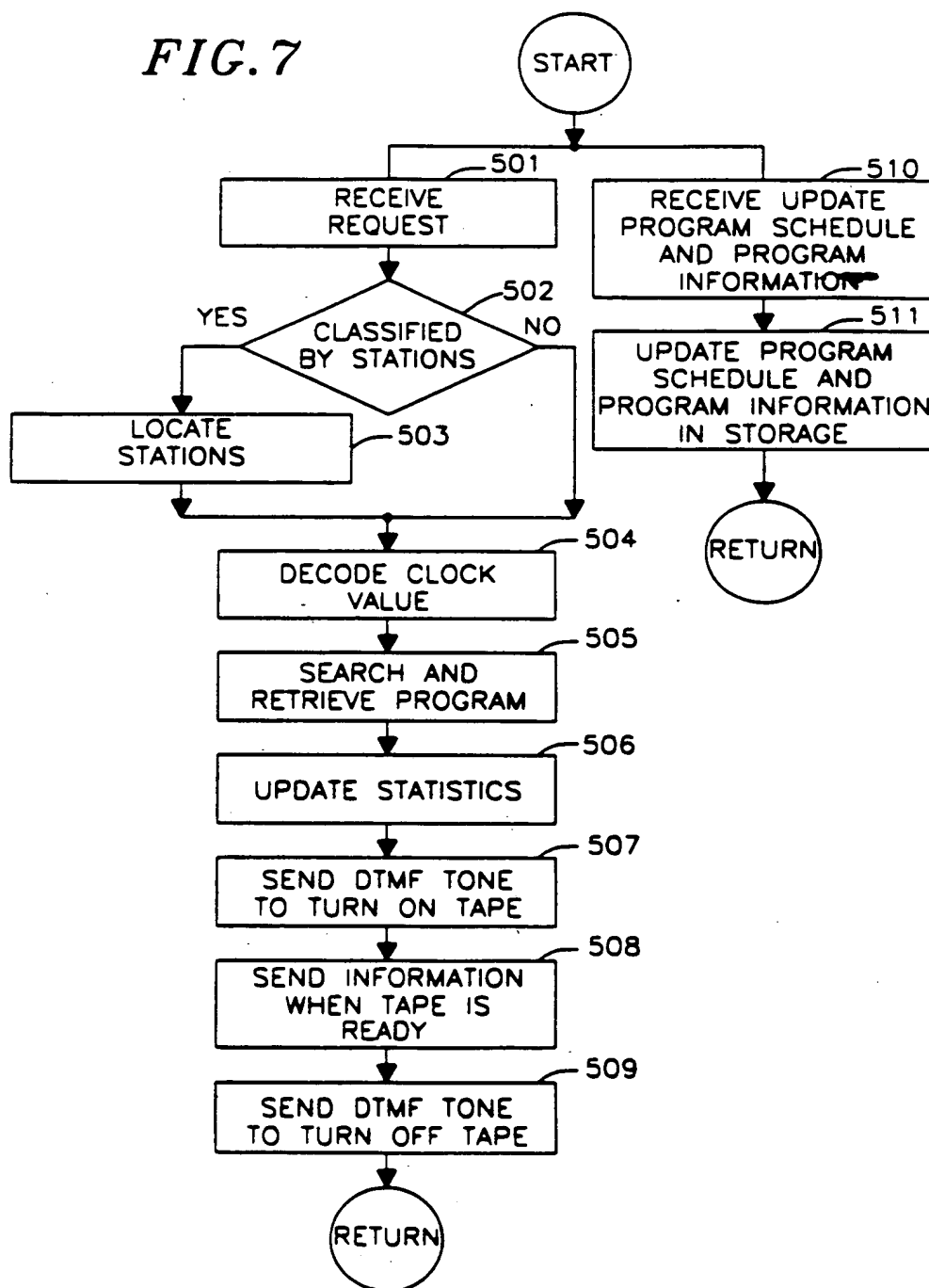
FIG. 6D

USER ID	
NAME:	_____
ADDRESS:	_____

TELEPHONE:	_____

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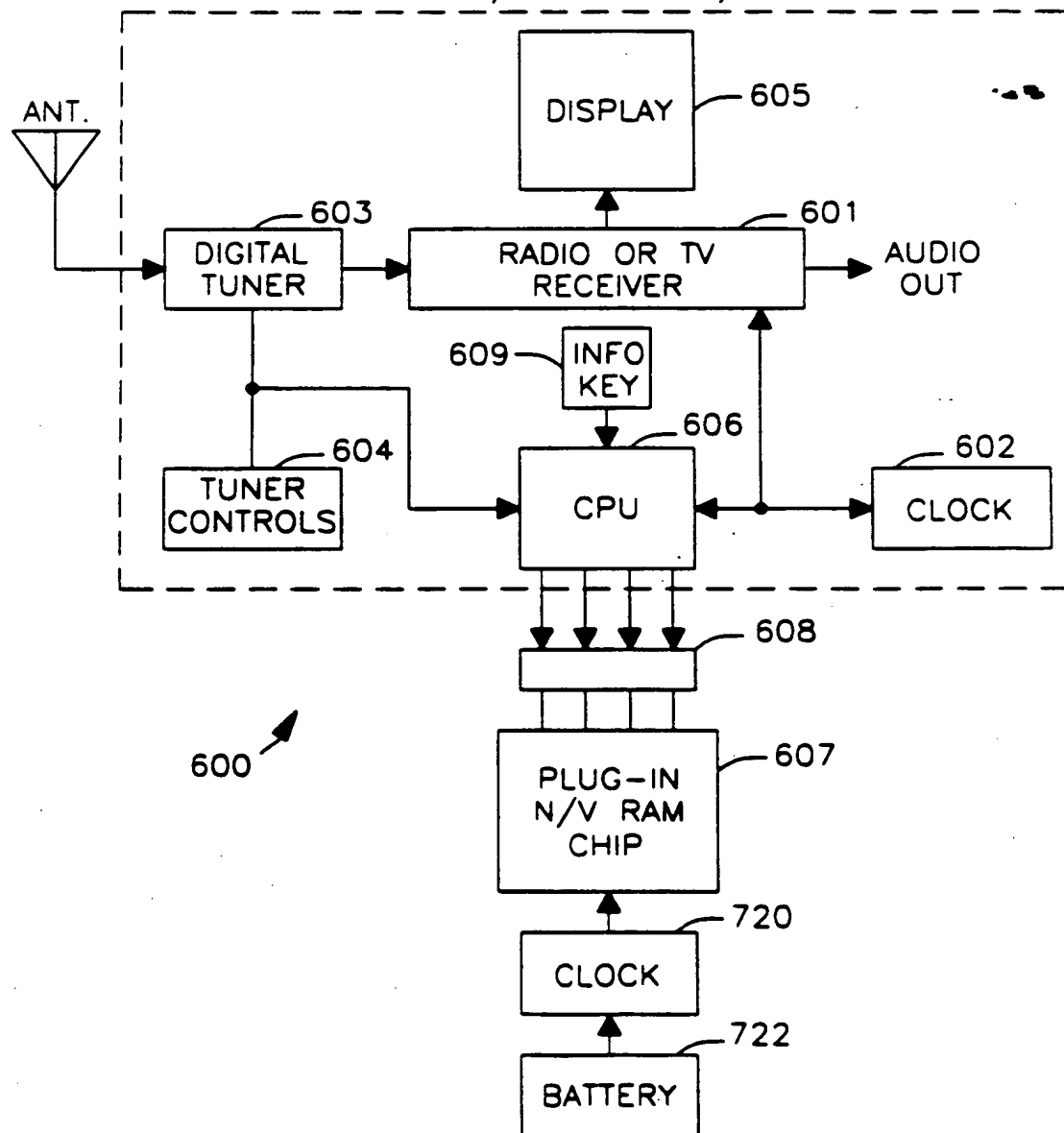
FIG. 7



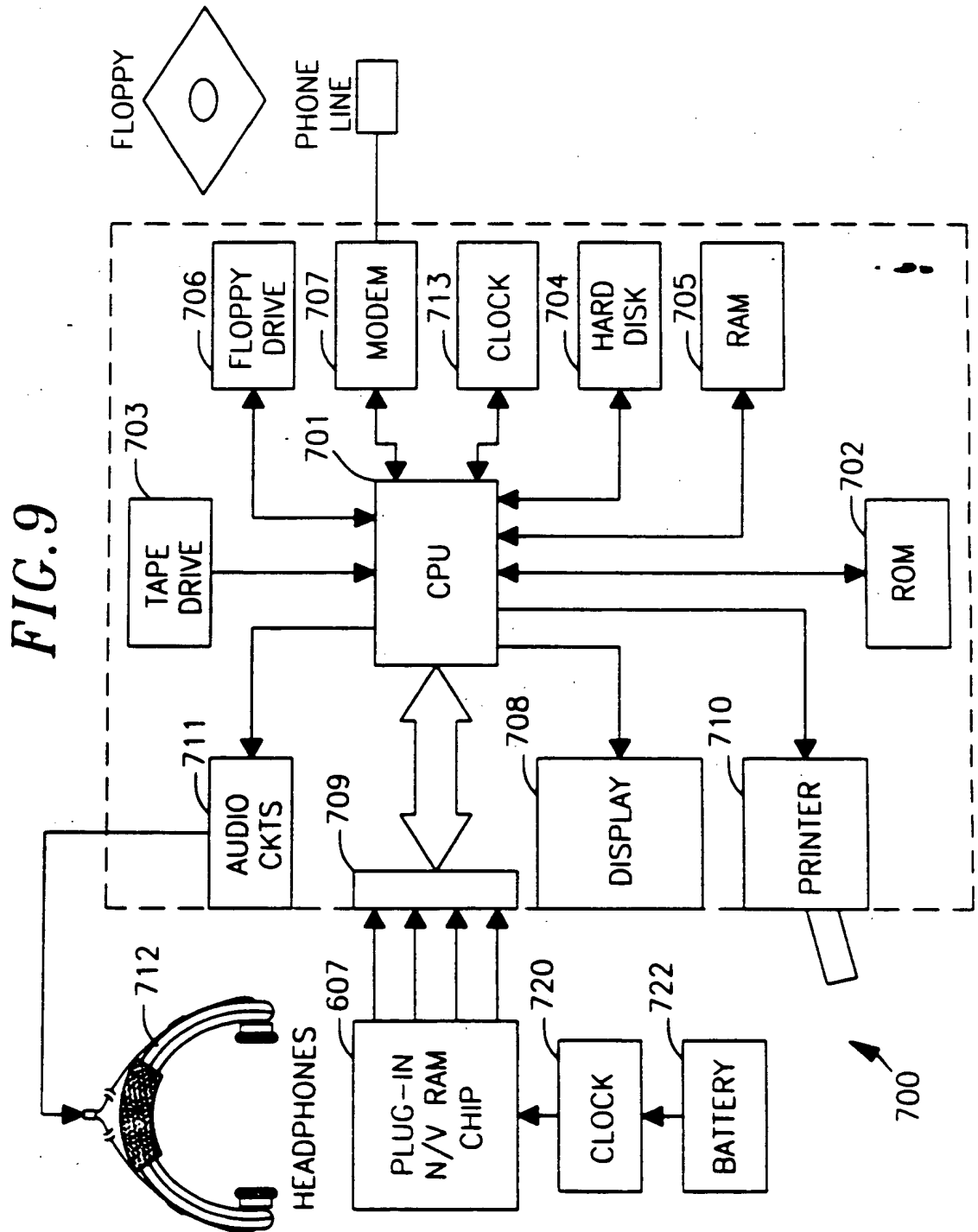
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FIG. 8

CAR/HOME RADIO/TV



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FIG. 10

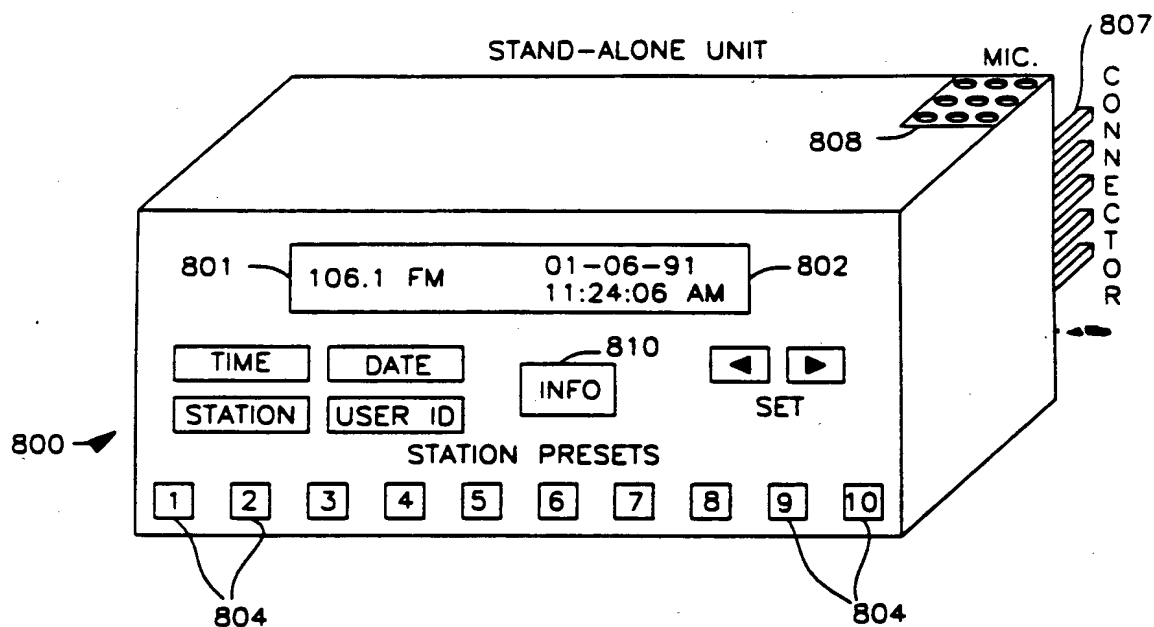
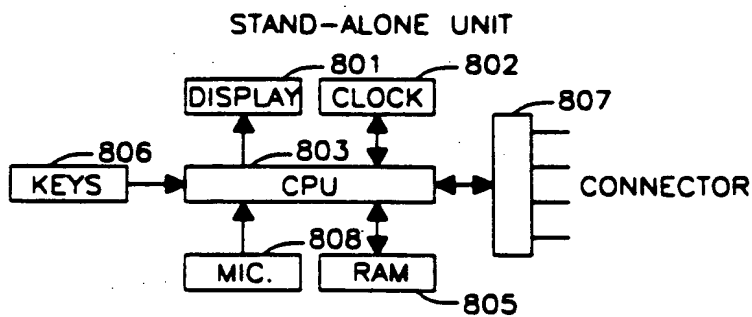
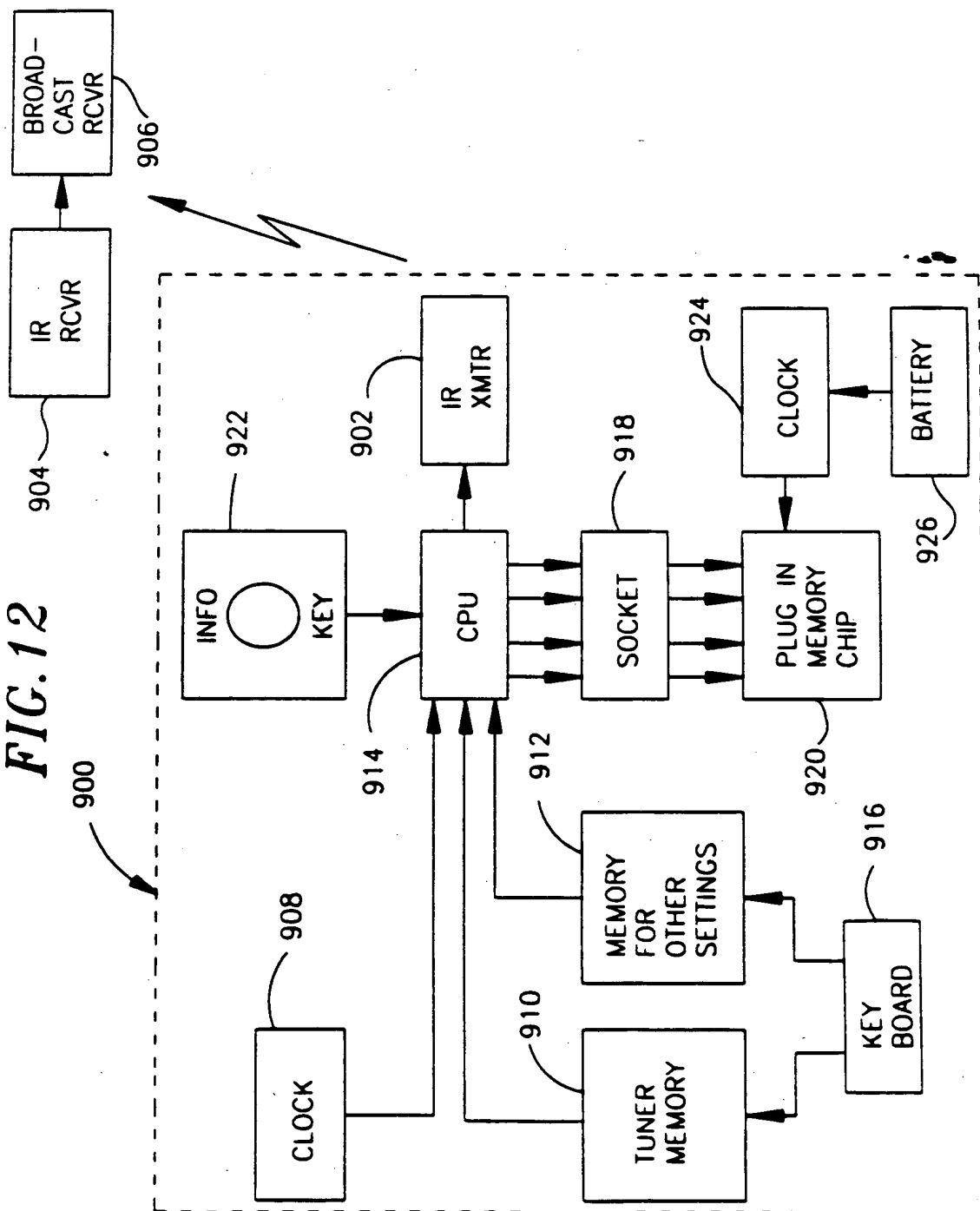


FIG. 11



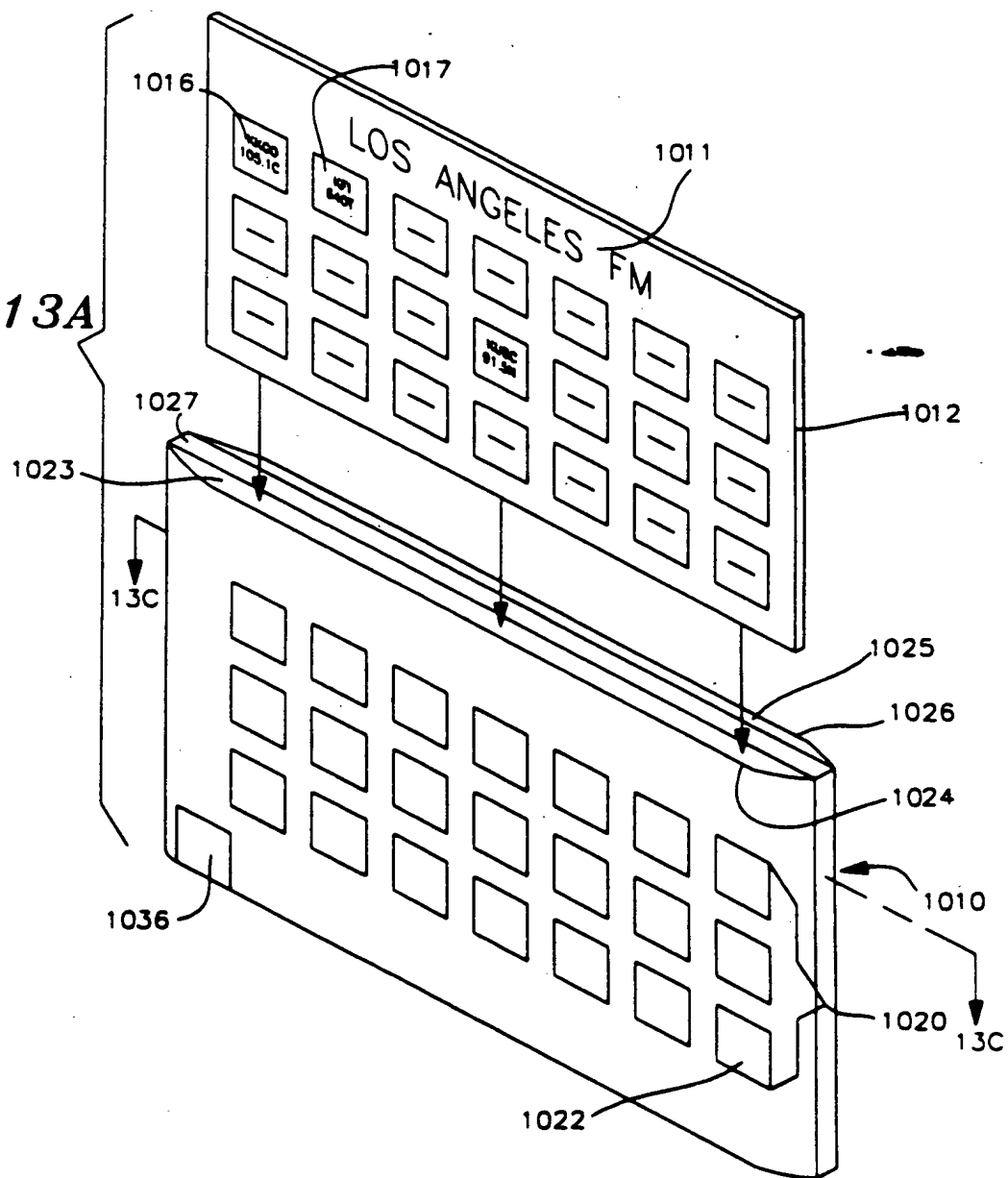
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FIG. 12



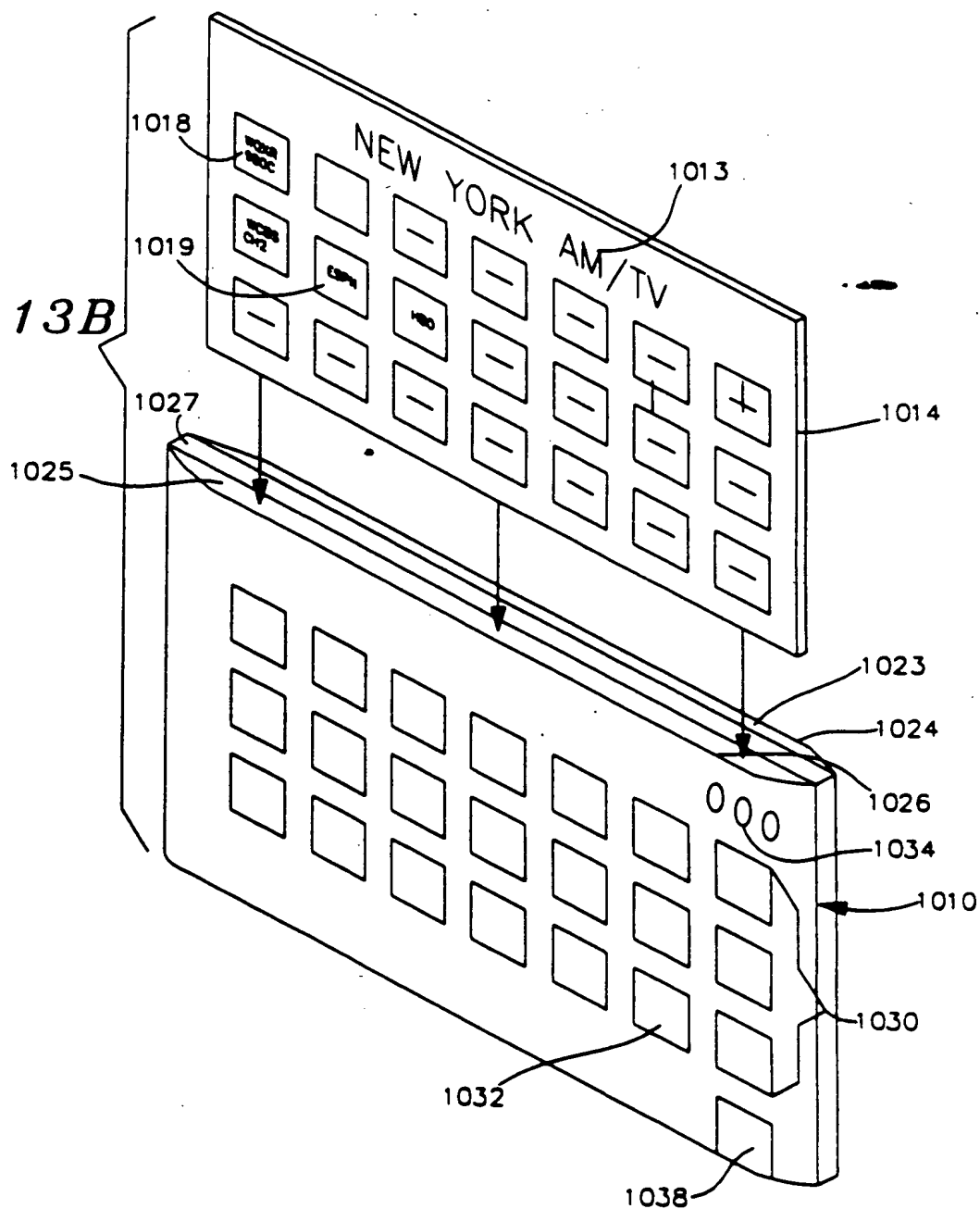
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FIG. 13A



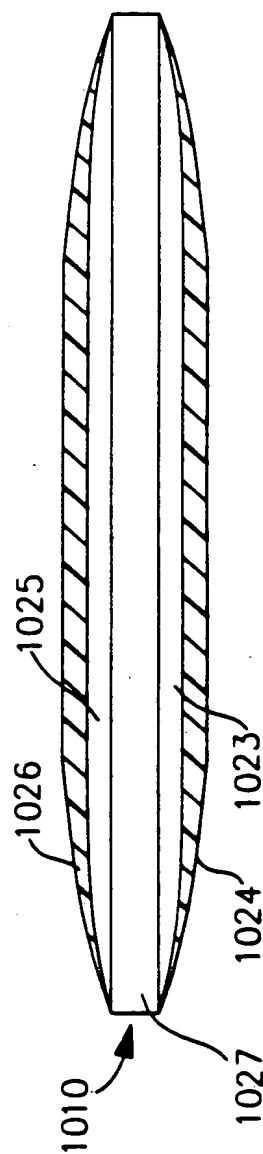
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FIG. 13B



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FIG. 13C



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FIG. 14

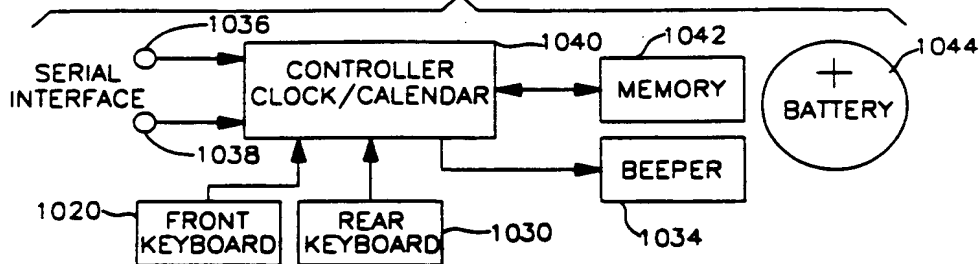
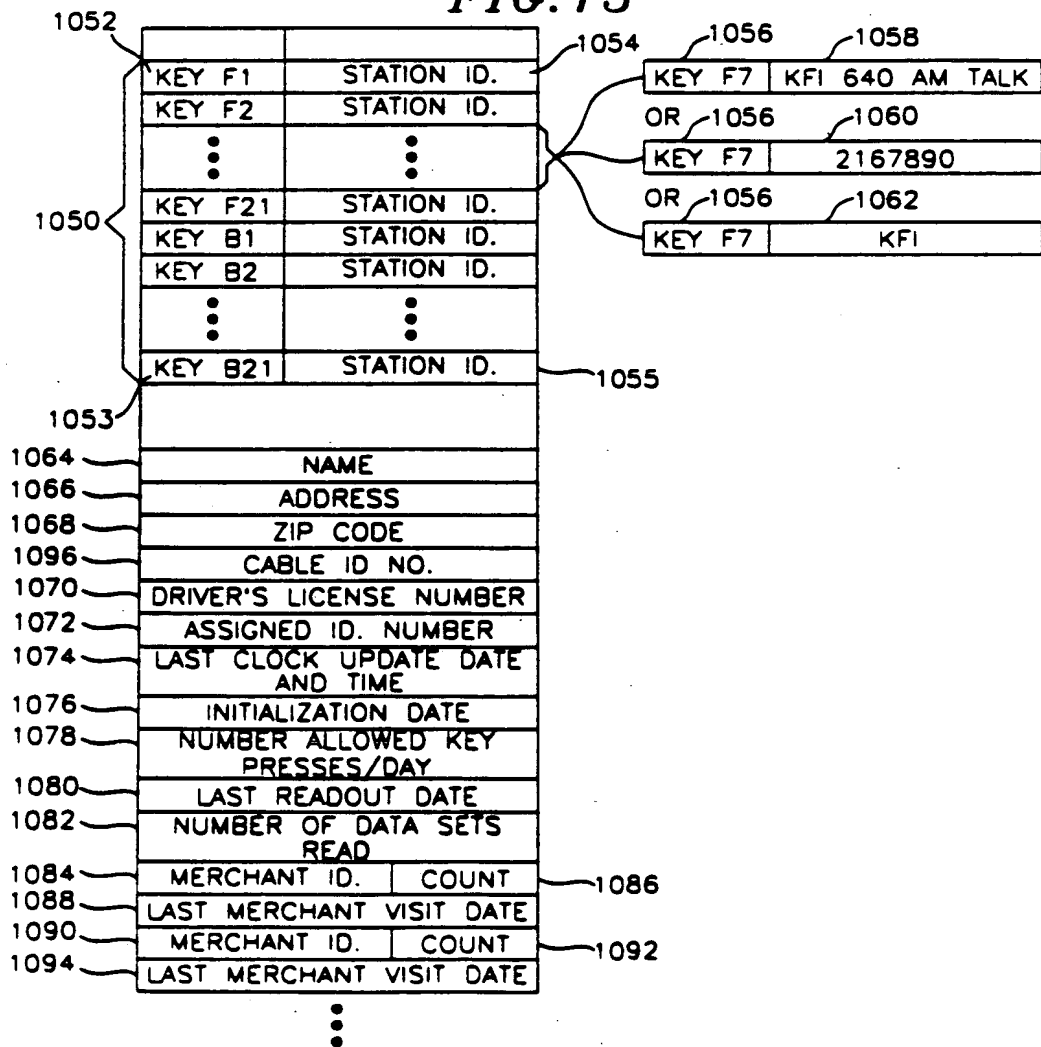
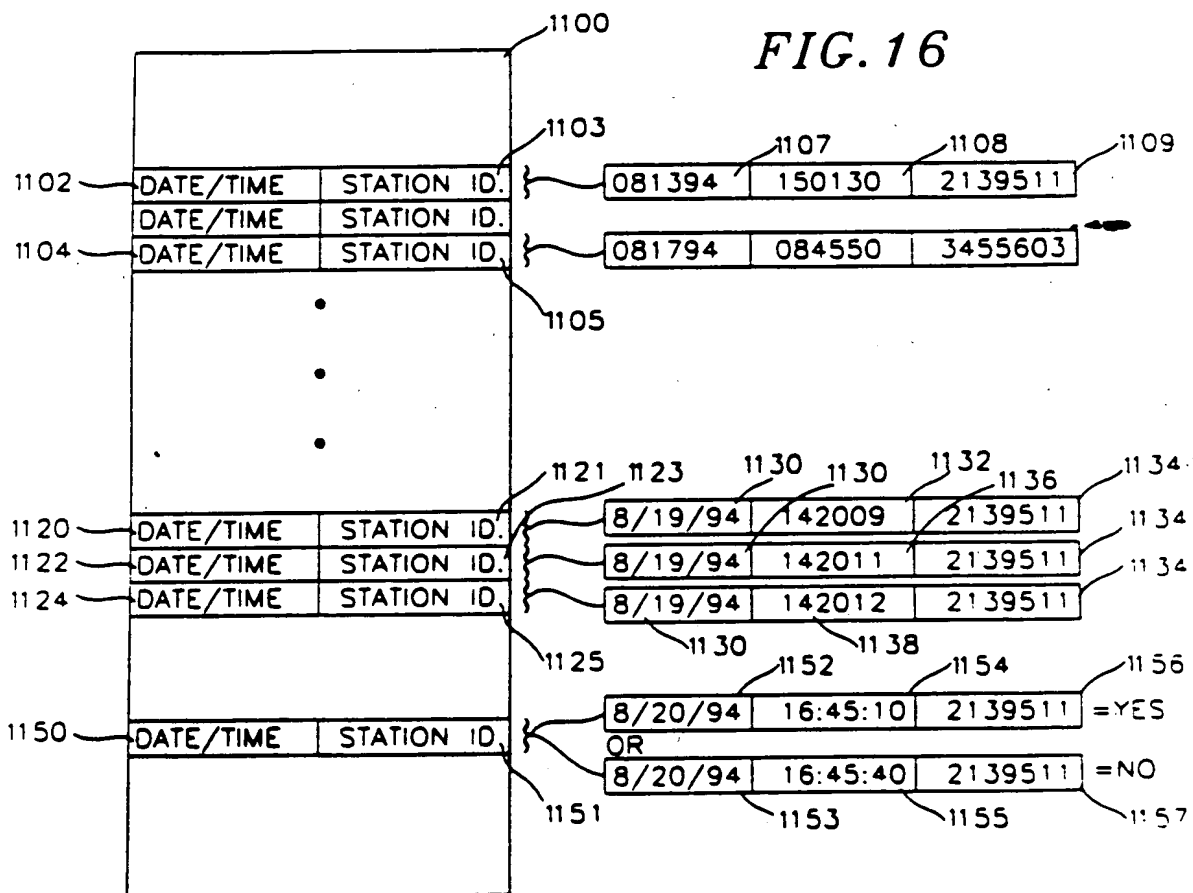


FIG. 15



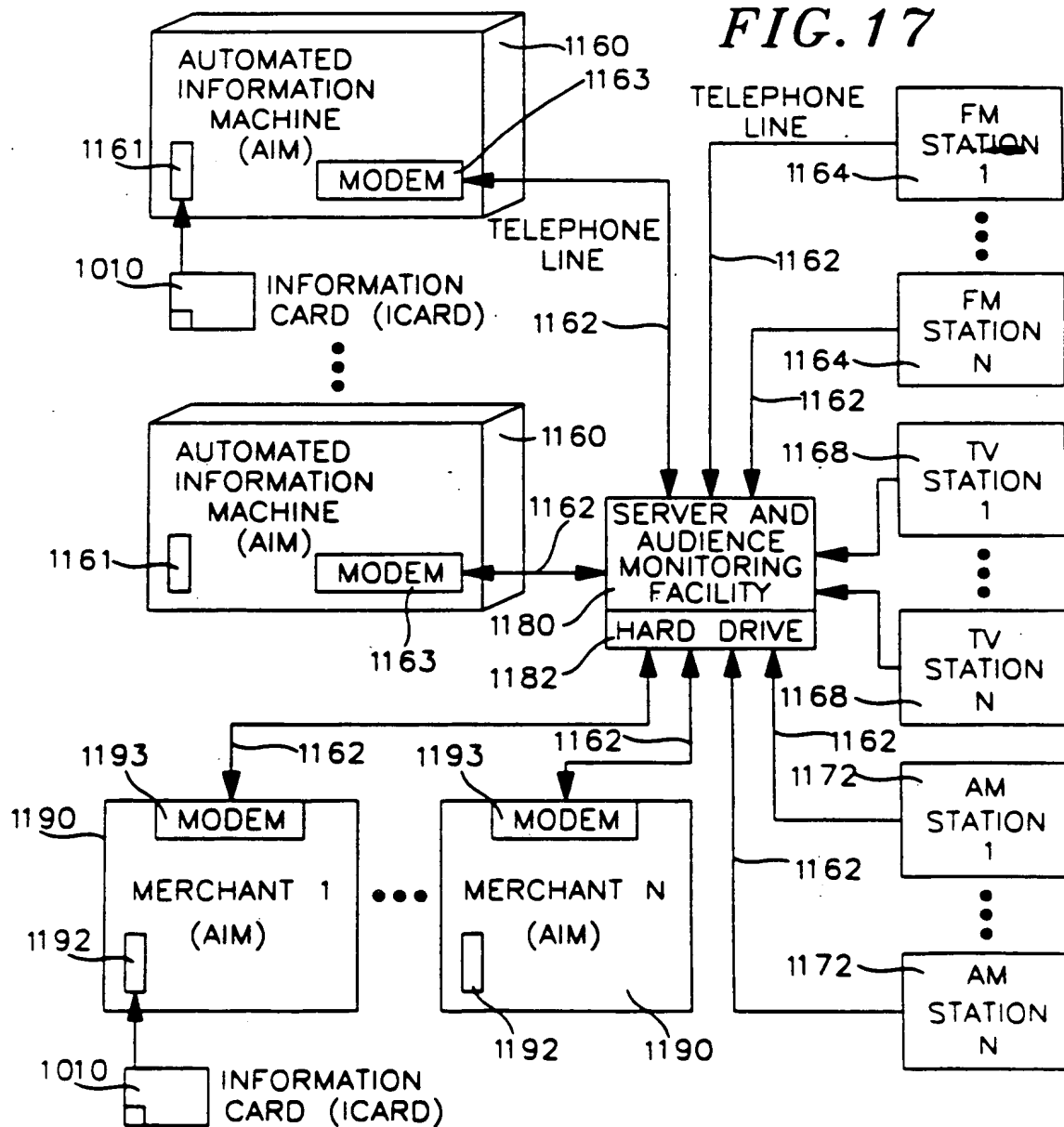
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FIG. 16



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FIG. 17



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FIG. 18

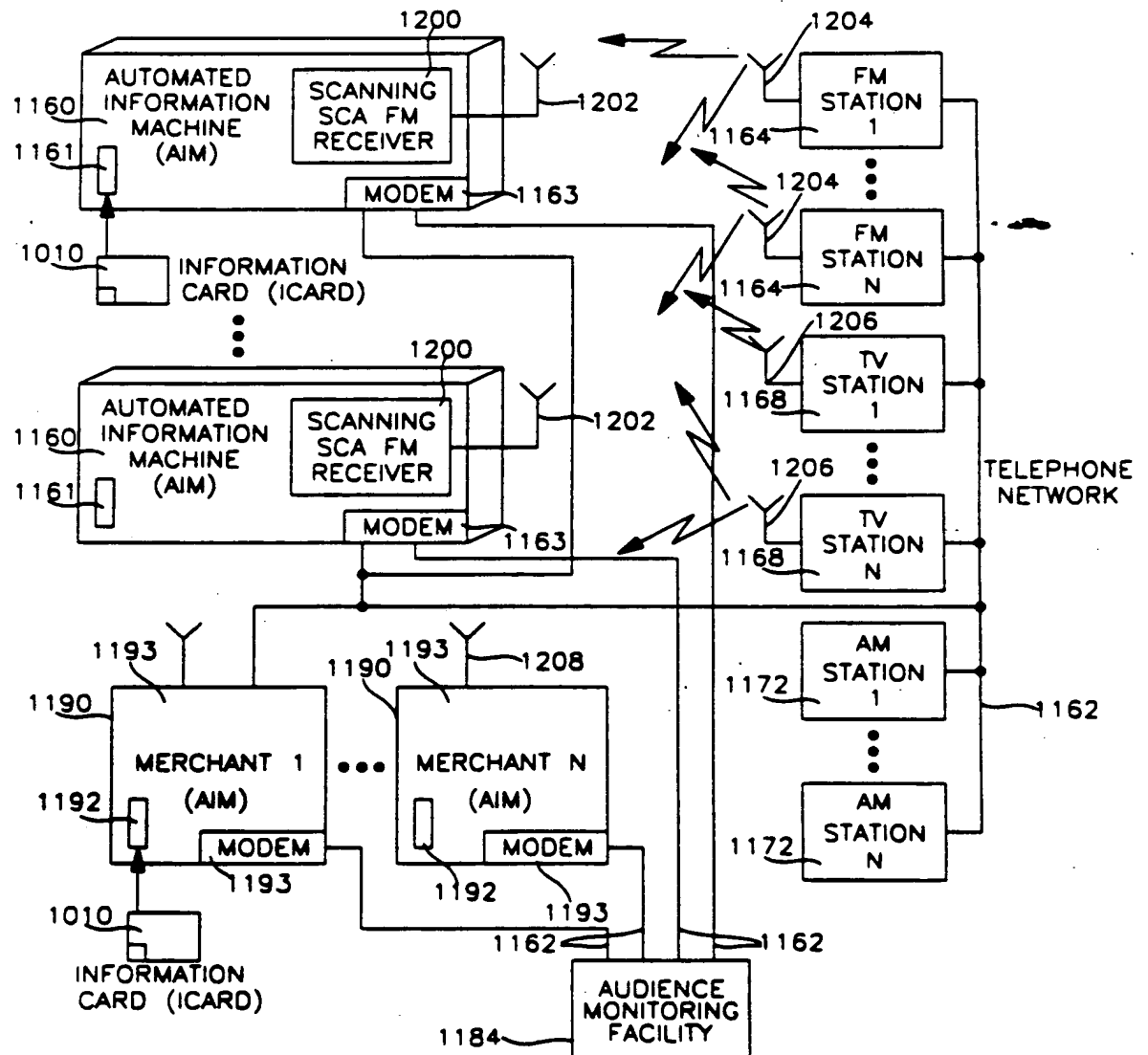


FIG. 19

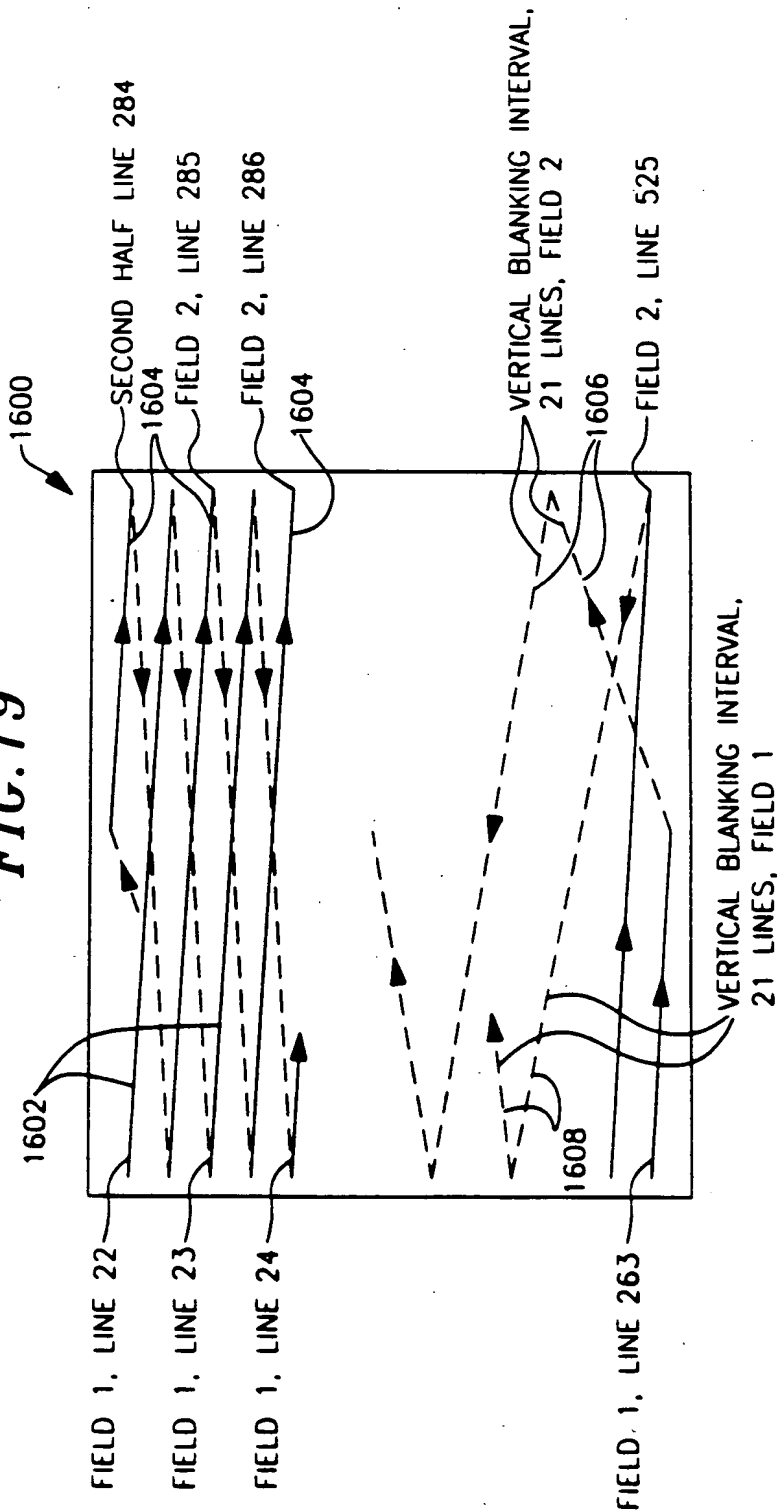


FIG. 20

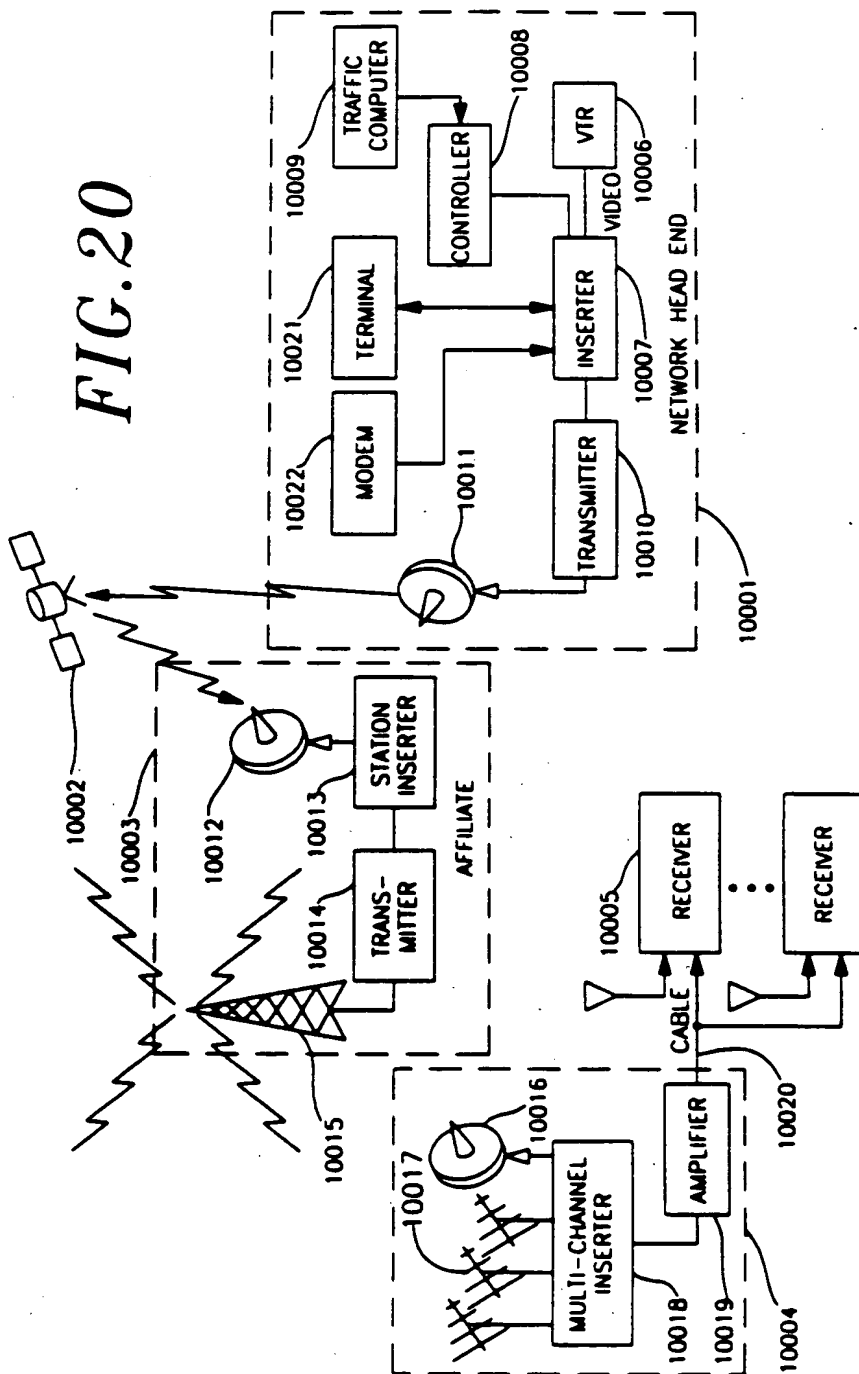
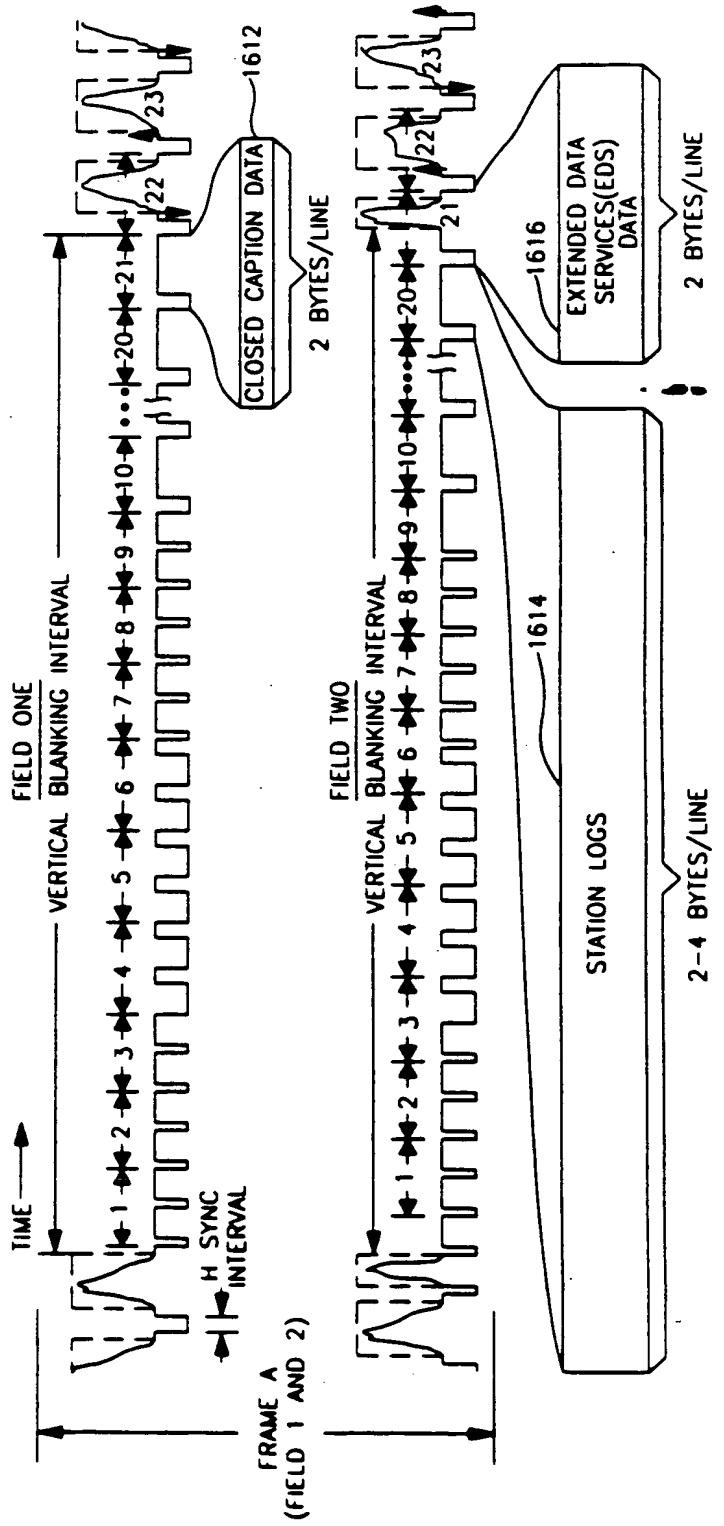
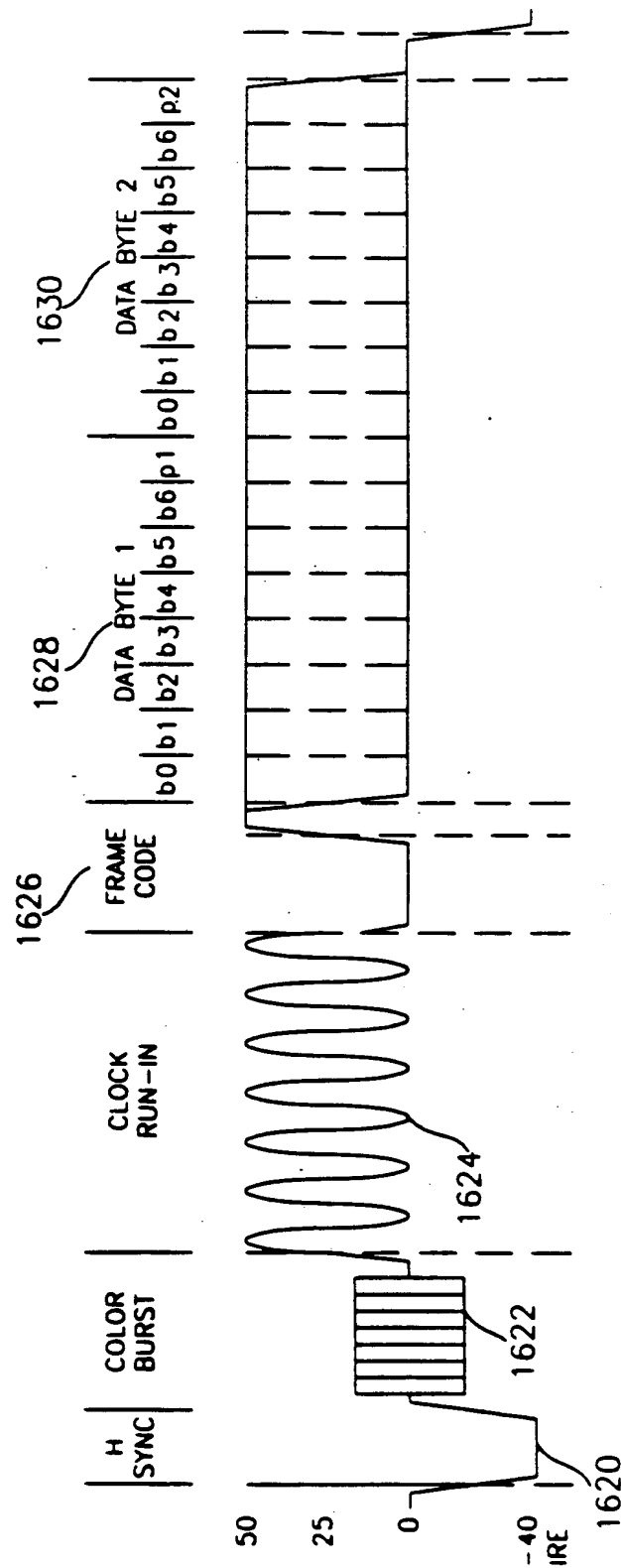


FIG. 21



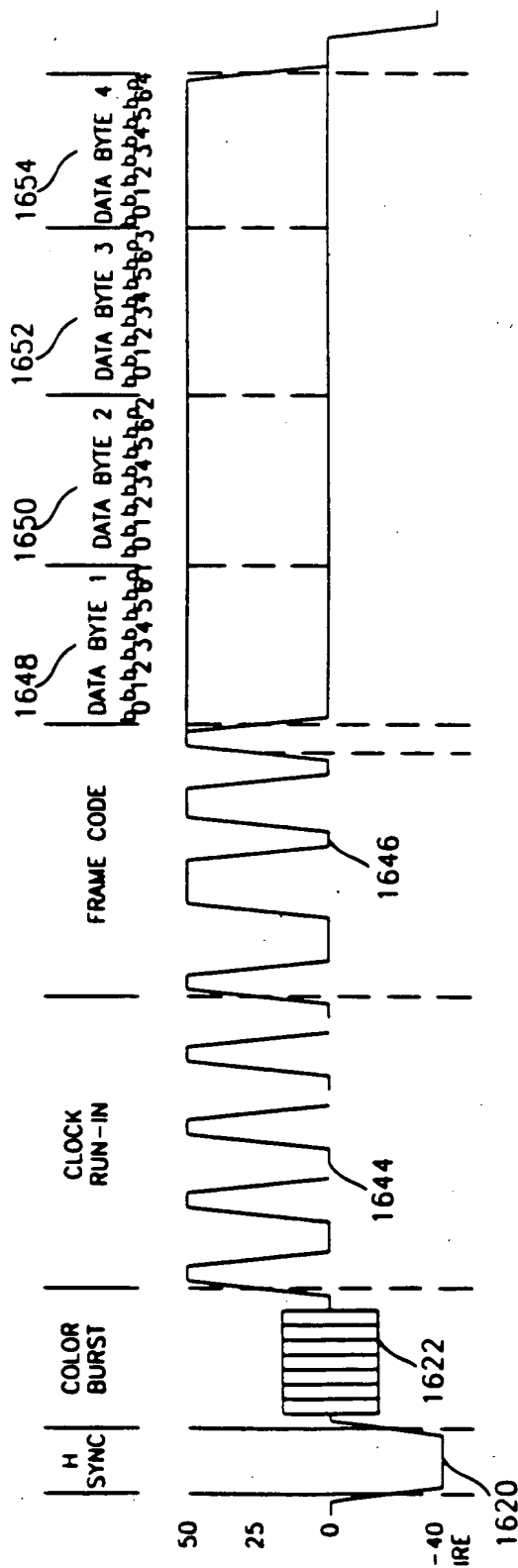
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FIG. 22

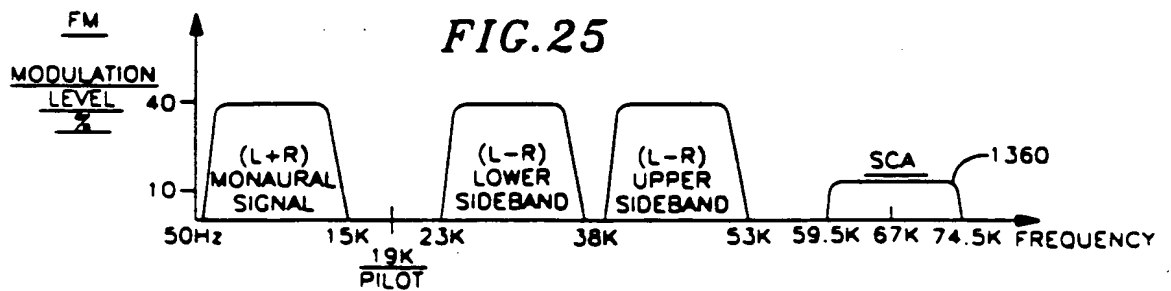
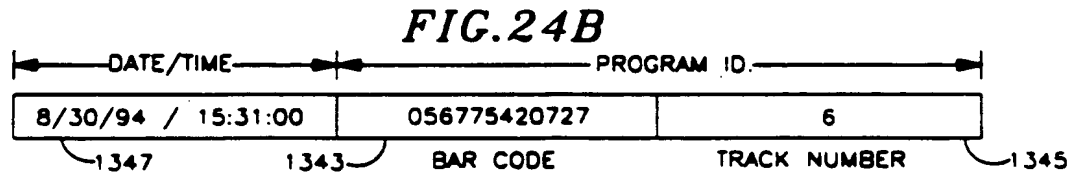
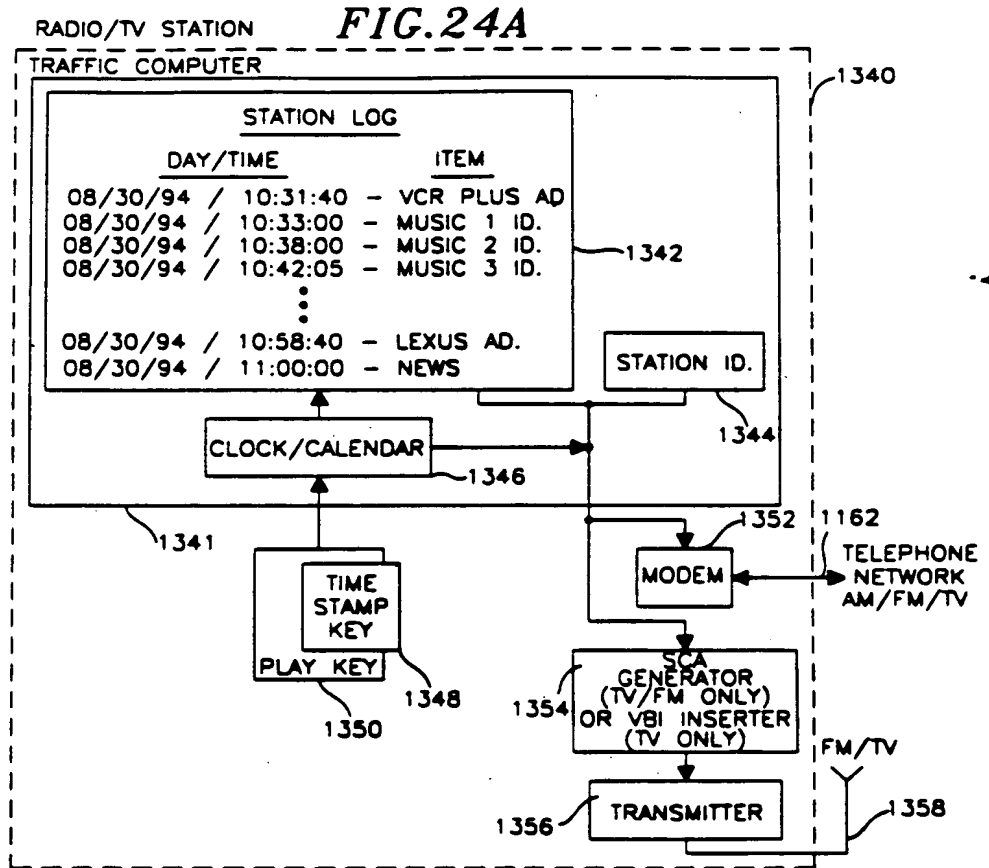


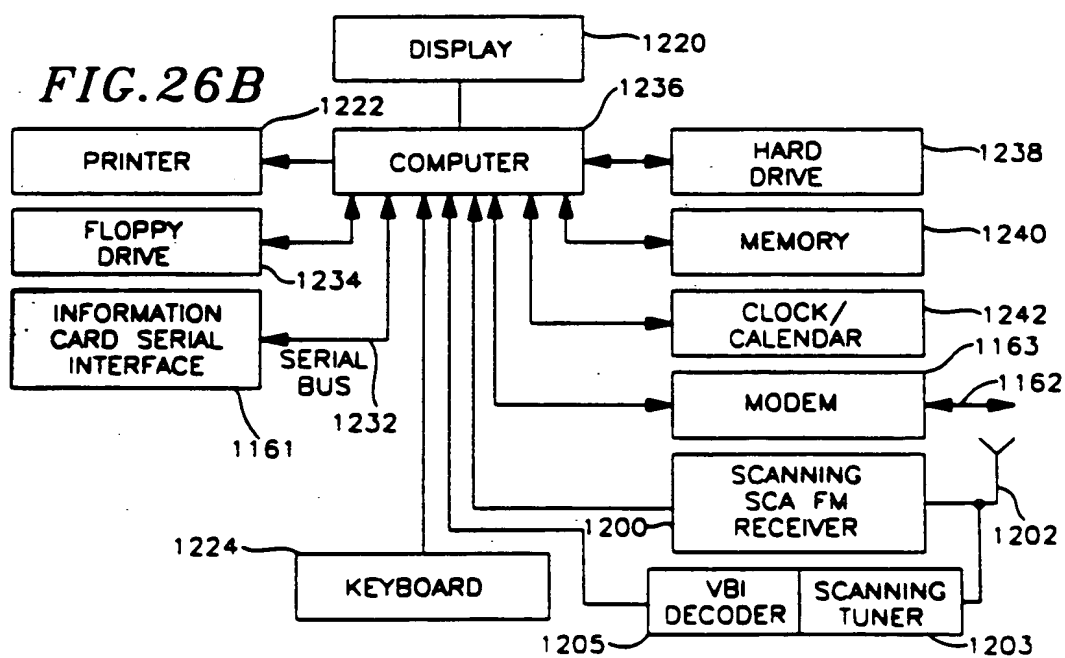
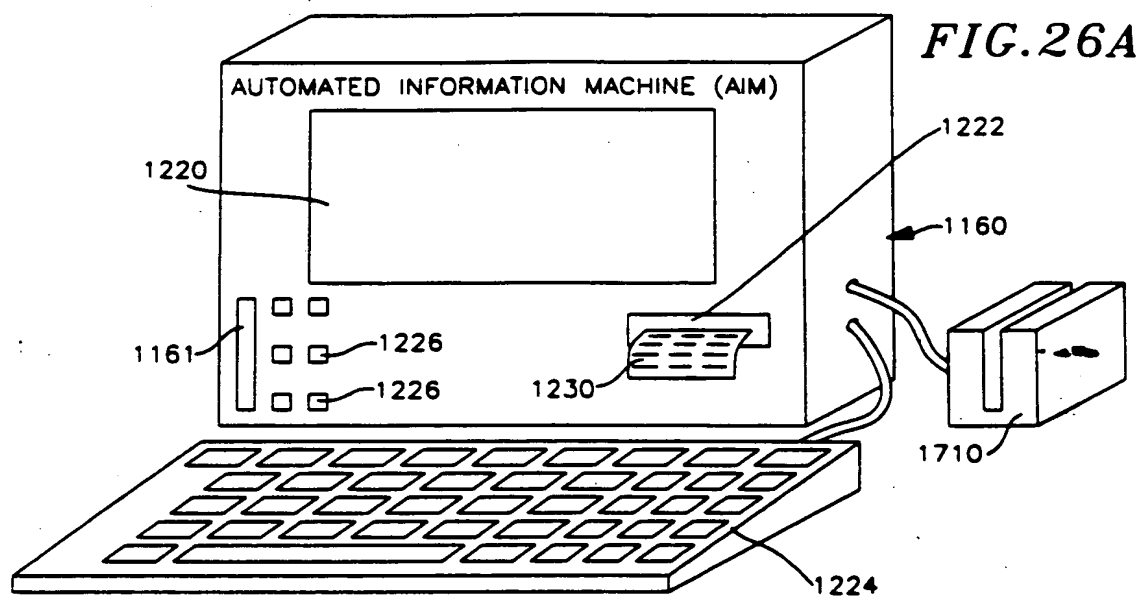
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FIG. 23



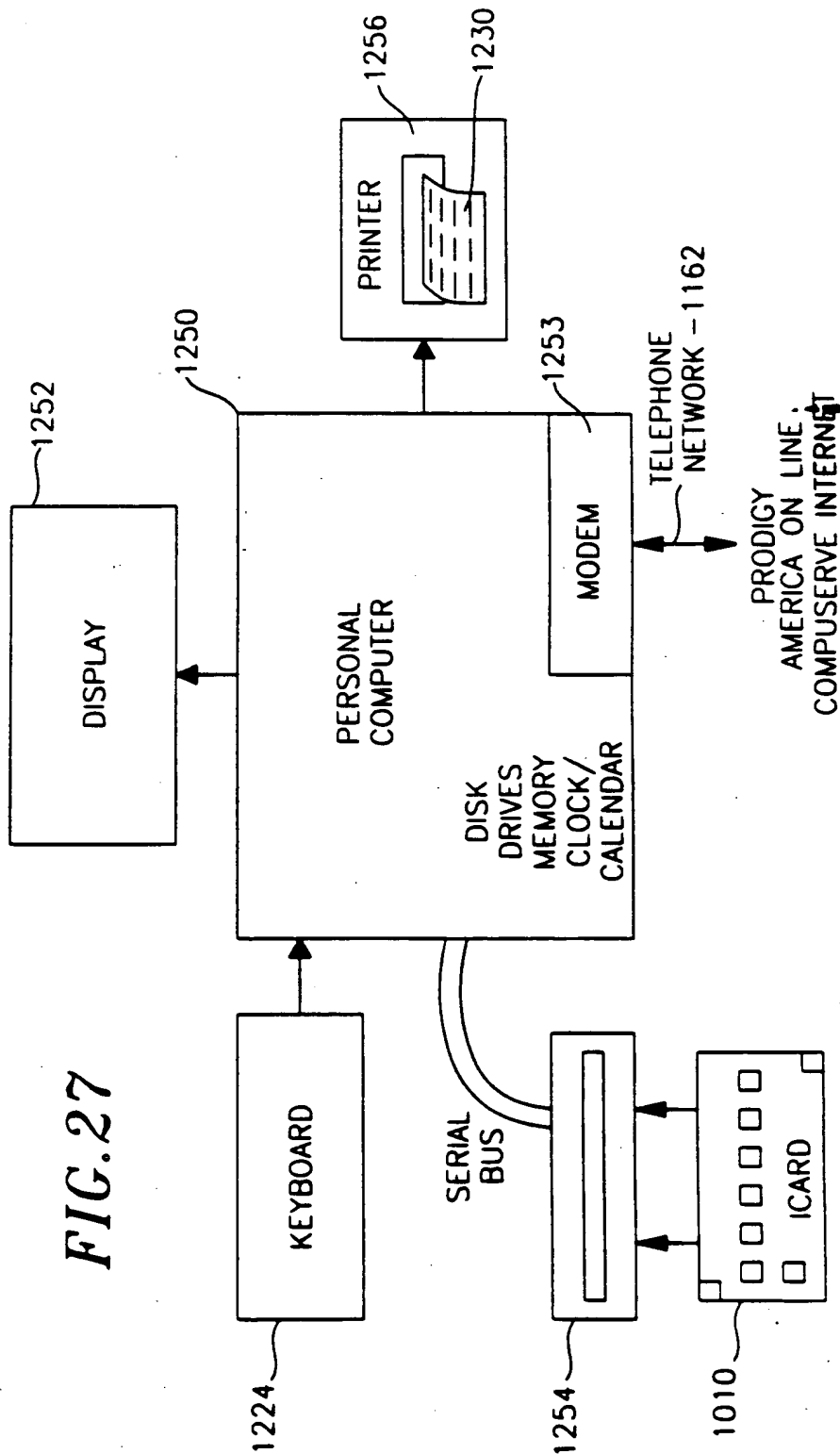
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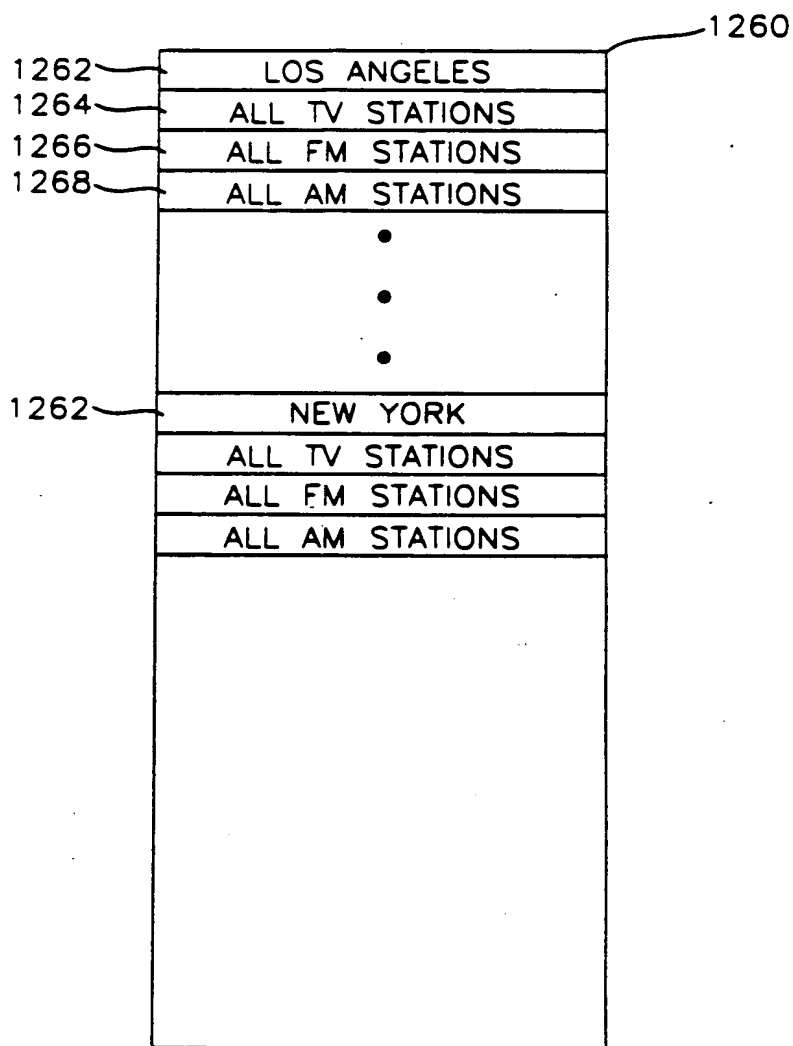
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FIG. 27



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FIG. 28



65412" 3226260

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FIG.29A

FORMAT

CALL LETTERS / PARTICIPATION(Y/N)
FREQ. / CHANNEL AM/FM/TV RANK
PROGRAMMING TYPE / STATION ID.

FIG.29B

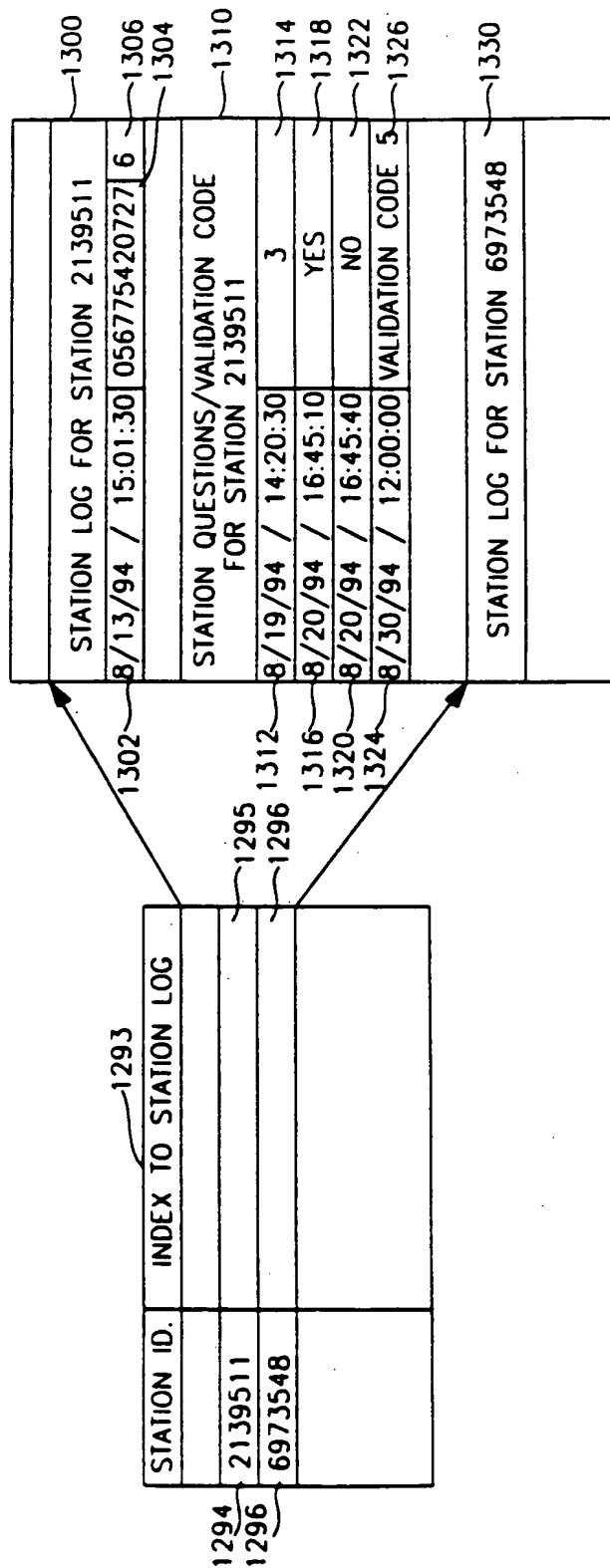
STATION MEMORY 1284				1260
1280	KABC	Y	1286	
1282	2	TV	1	1288
1290	GENERAL	/	1024591	1292
	⋮			
	CNN	Y		
	52	TV	1	
	NEWS		3456792	
	⋮			
	KNX	Y		
	1070	AM	3	
	NEWS		3214927	
	⋮			
	KFI	Y		
	640	AM	2	
	TALK		2167890	
	⋮			
	KUSC	Y		
	91.5	FM	9	
	NPR		2139511	1294
	⋮			
	KKGO	Y		
	105.1	FM	1	
	CLASSICAL		6973548	1296
	⋮			
	KWAVE	Y		
	94.7	FM	11	
	NEW AGE		7154333	
	⋮			
	KOTY	N		
	94.6	FM	20	
	SPORTS		5266331	

555110 5266331

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665740" 5222222222

FIG.30



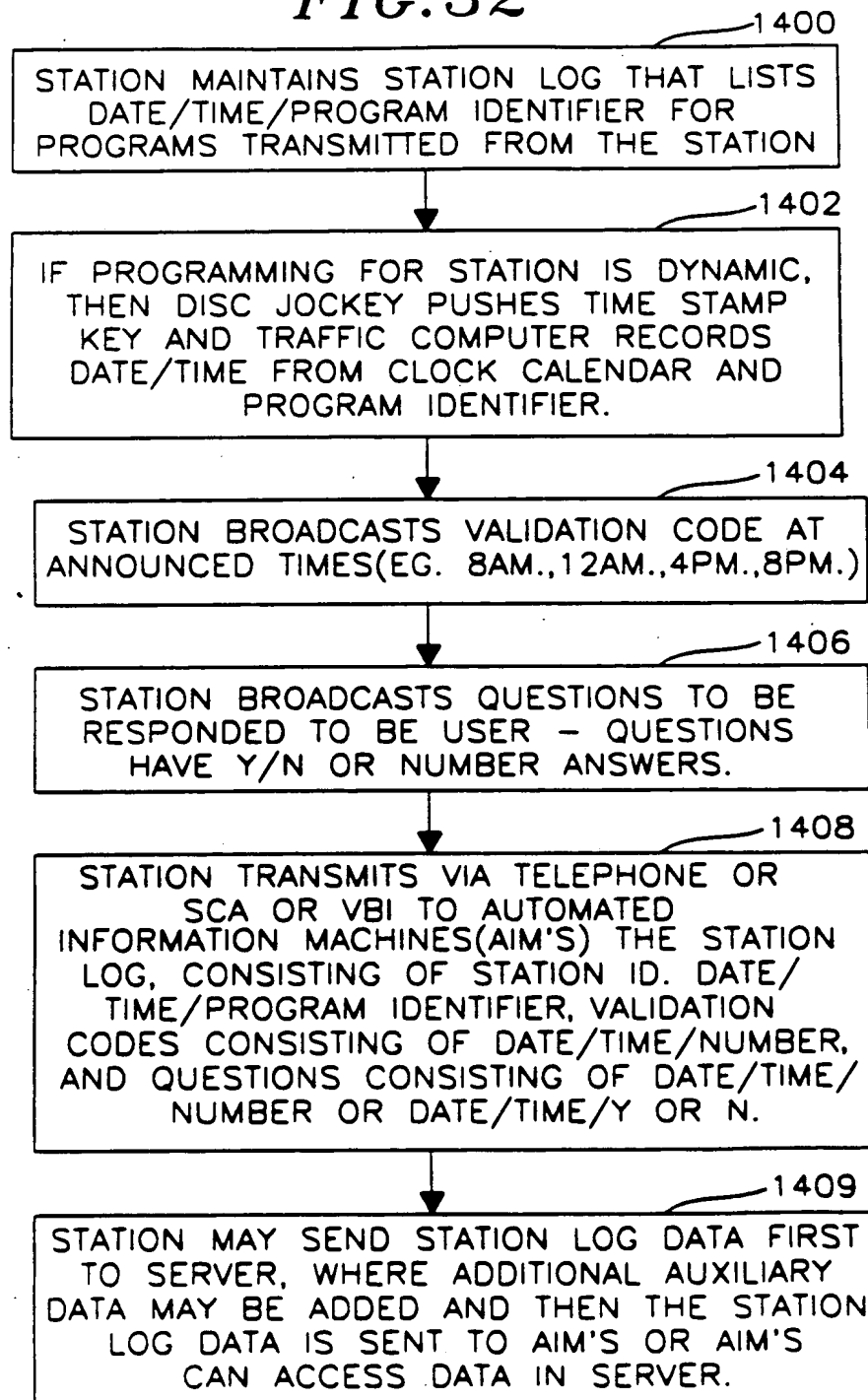
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FIG. 31

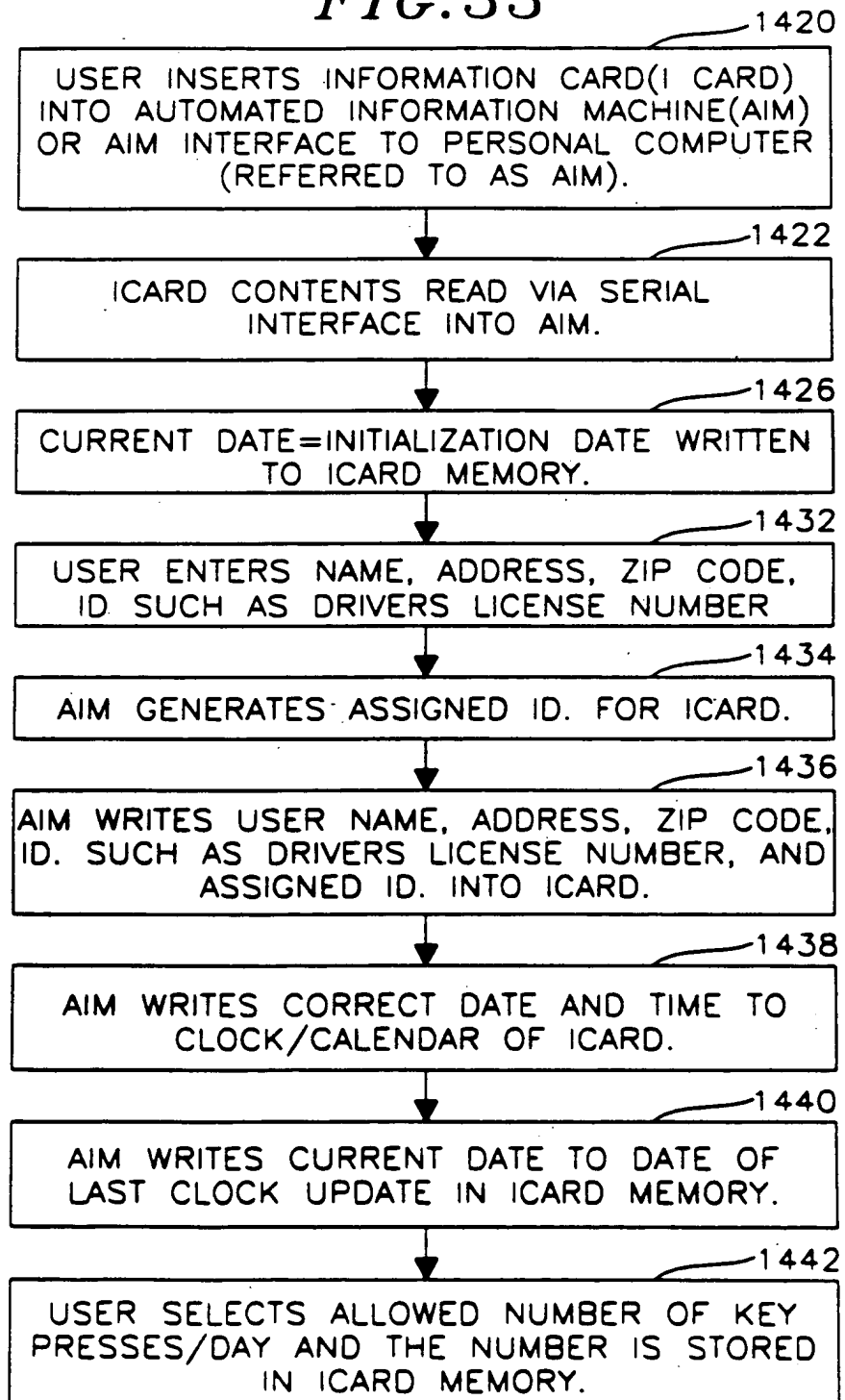
AUXILIARY INFORMATION

				1332
1304	056775 420727			
1334	LUDWIG VON BEETHOVEN			
	CLASSIC GOLD COMPACT DISC			
	DDD			
	LOCATION IN STORE(AISLE NUMBER)		PRICE	
	PASTORAL SYMPHONY NUMBER 6 IN F MAJOR OP.68			
	SLOVAK NATIONAL PHILHARMONIC ORCHESTRA			
	TRACK 1 ALEGRO MA NON TRAPPO		10'28	
	TRACK 2 ANDANTE MOLTO MOSSO		13'23	
	TRACK 3 ALLEGRO		5'12	
	TRACK 4 ALLEGRO		3'50	
1336	TRACK 5 ALLEGRETTO		10'36	
	EGMONT OP.72a			
	LONDON PHILHARMONIC ORCHESTRA			
	TRACK 6 OVERTURE		8'20	
	LEONORE OP.72a			
	RADIO SYMPHONY			
	TRACK 7 OVERTURE		13'35	
	•			
	•			
	•			
76732 631928				
NANCY GRIFFITH				
MCA RECORDS				
AAD				
LOCATION IN STORE(AISLE NUMBER)		PRICE		
TRACK 1 STORMS				
•				
•				
•				

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FIG. 32

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FIG. 33

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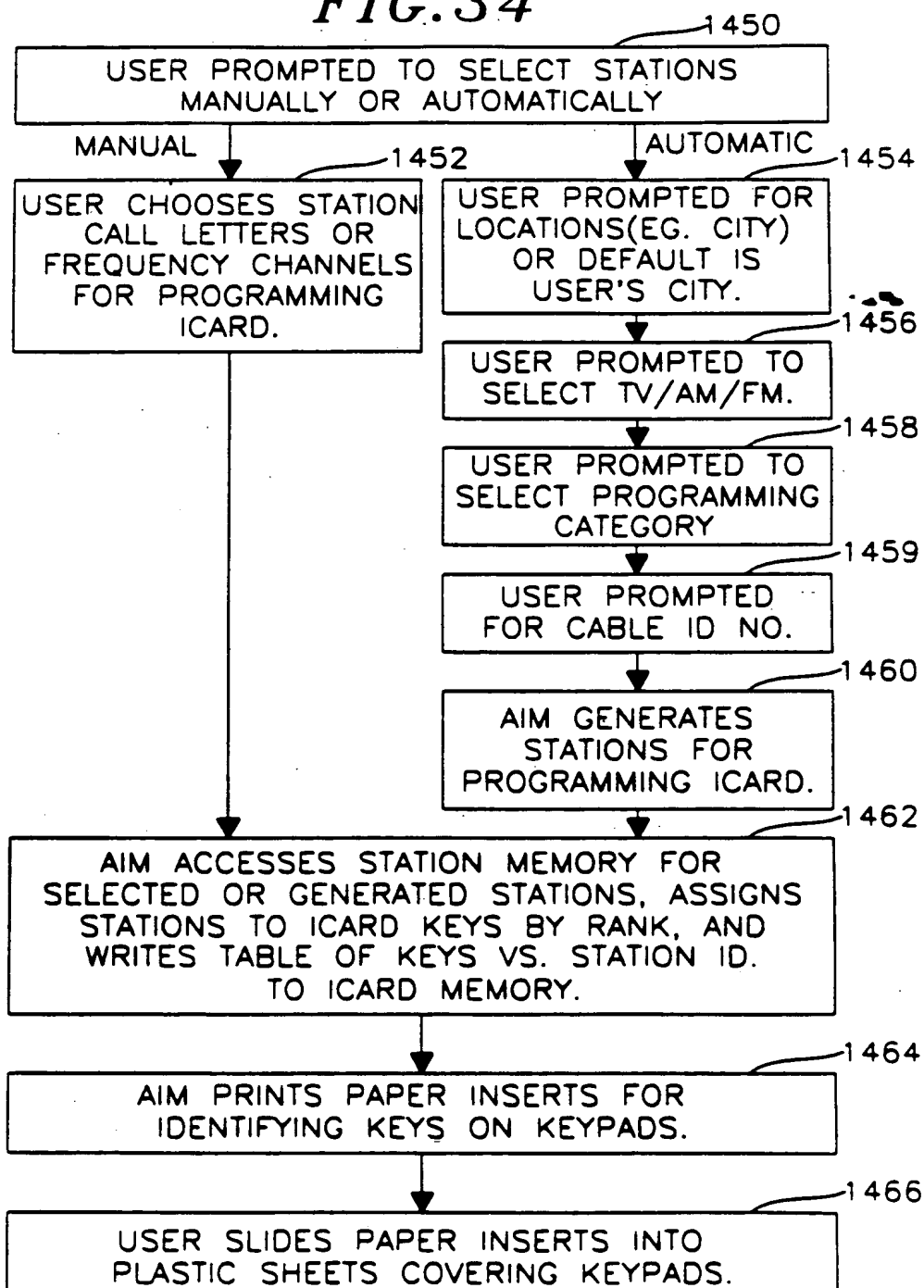
FIG. 34

FIG. 35A

YOUR CARD IS NEW AND
MUST BE SETUP.
PRESS ENTER

FIG. 35B

DO YOU WANT TO
CHANGE SETUP?
ENTER Y OR N

FIG. 35C

ENTER NAME/ADDRESS
ENTER ZIP CODE
ENTER DRIVER'S LICENSE
NUMBER
ENTER OTHER ID.

FIG. 35D

STATIONS HAVE BEEN
ADDED/DELETED TO/FROM
THE SYSTEM SINCE YOUR
LAST SETUP.
PRESS ENTER

FIG. 35H

**RADIO PROGRAMMING
TYPE**

1. CLASSICAL
2. OLDIES
3. ROCK
4. COUNTRY
5. NEWS
6. TALK

ENTER NUMBER

FIG. 35I

```

TV PROGRAMMING
  TYPE
  -----
  1. MOVIES
  2. NETWORK
  3. SPORTS
  4. CHILDREN

ENTER NUMBER

```

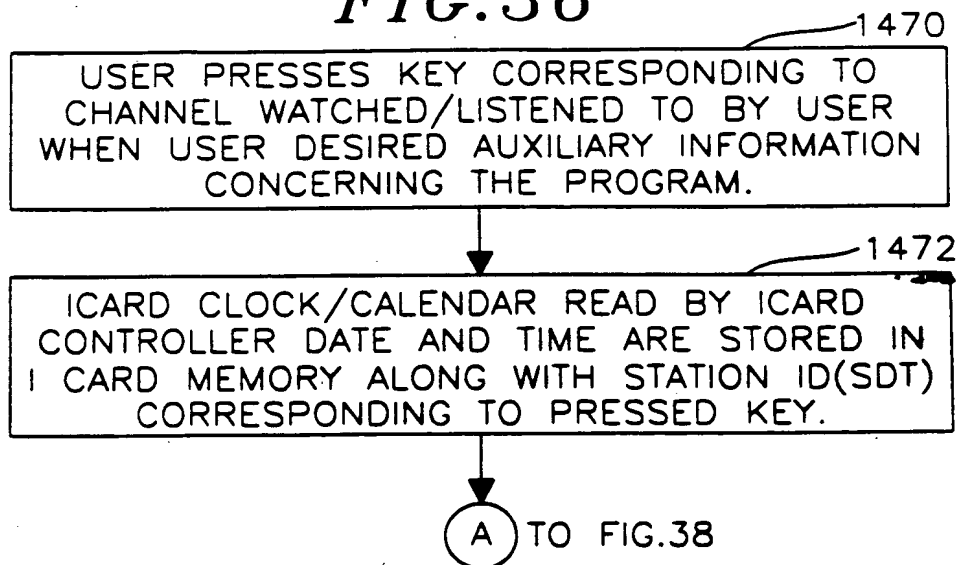
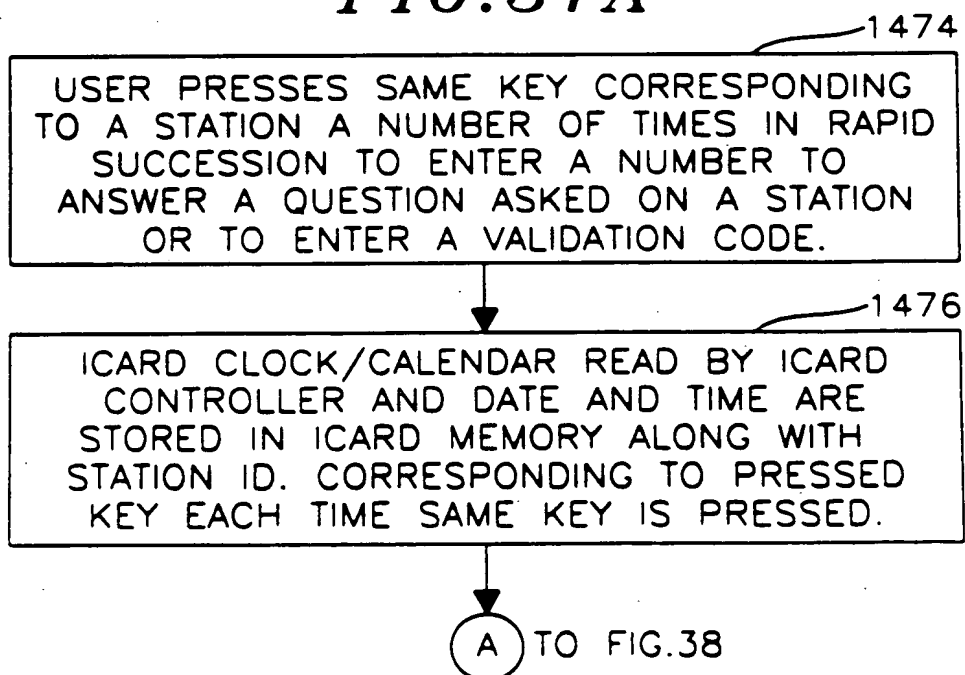
FIG. 35J

SELECT NUMBER OF
KEY PRESSES/DAY

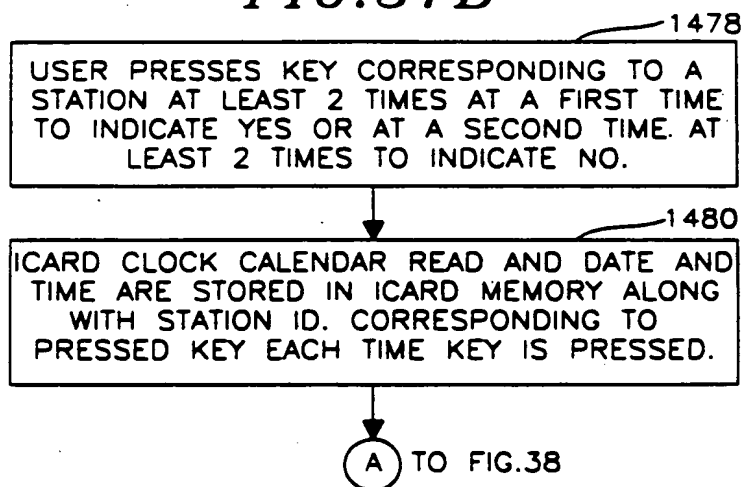
1. 5 [FREE]
2. 10 [\$1.00]
3. 15 [\$2.00]

ENTER NUMBER

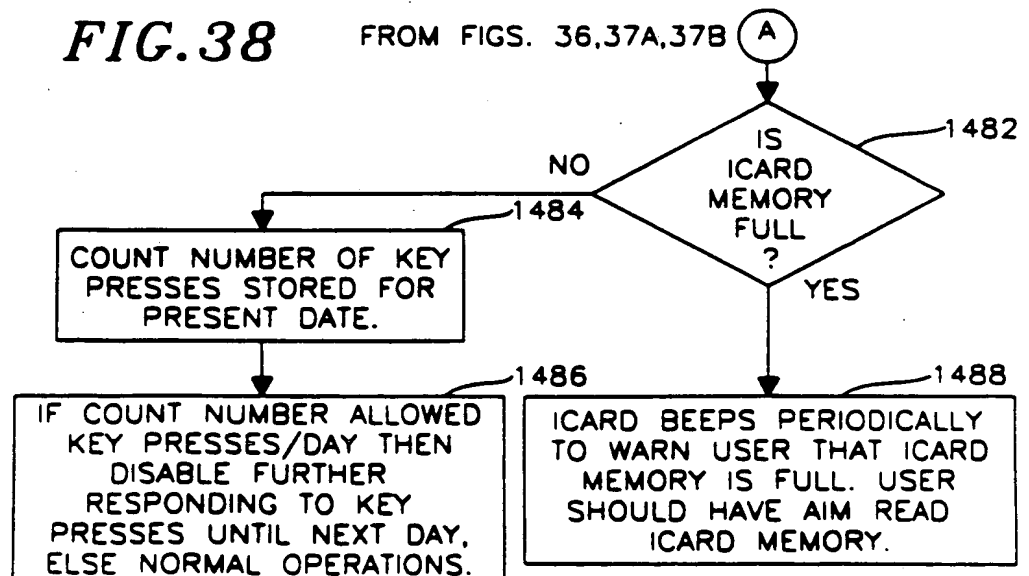
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FIG. 36*FIG. 37A*

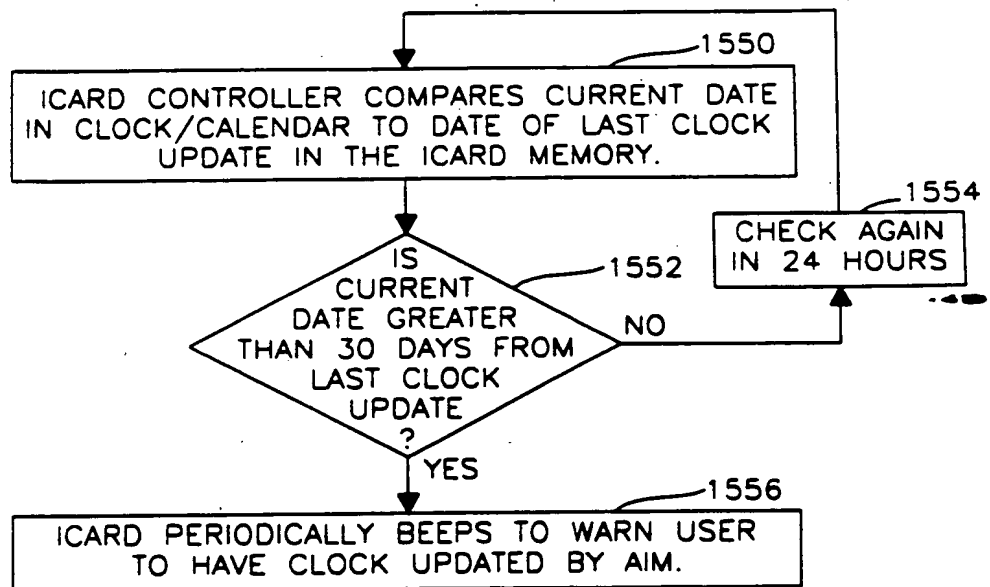
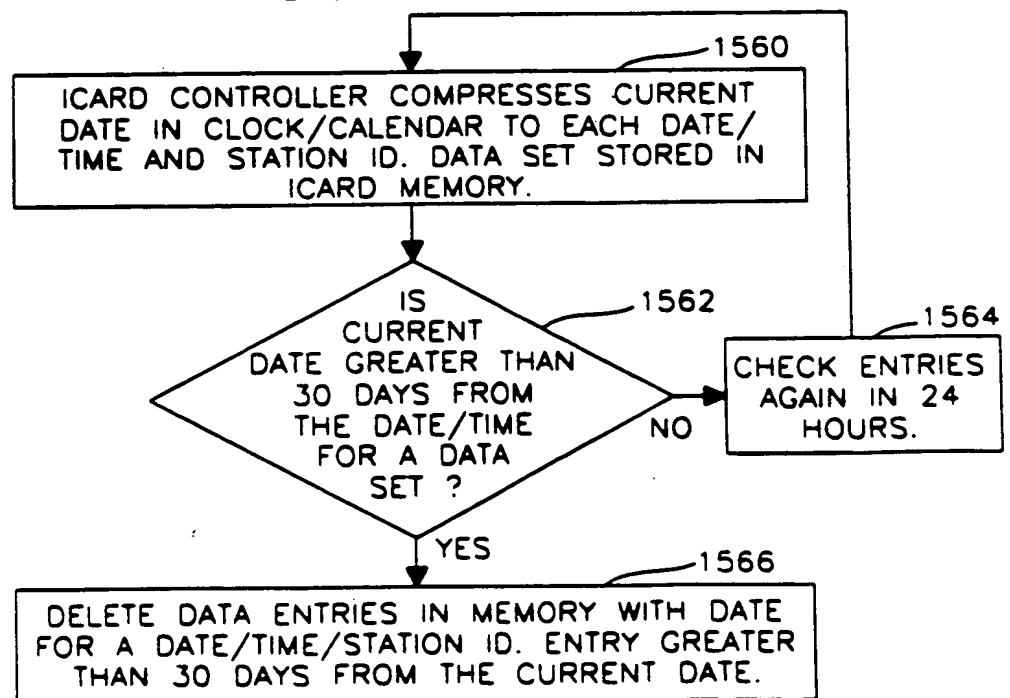
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FIG. 37B*FIG. 38*

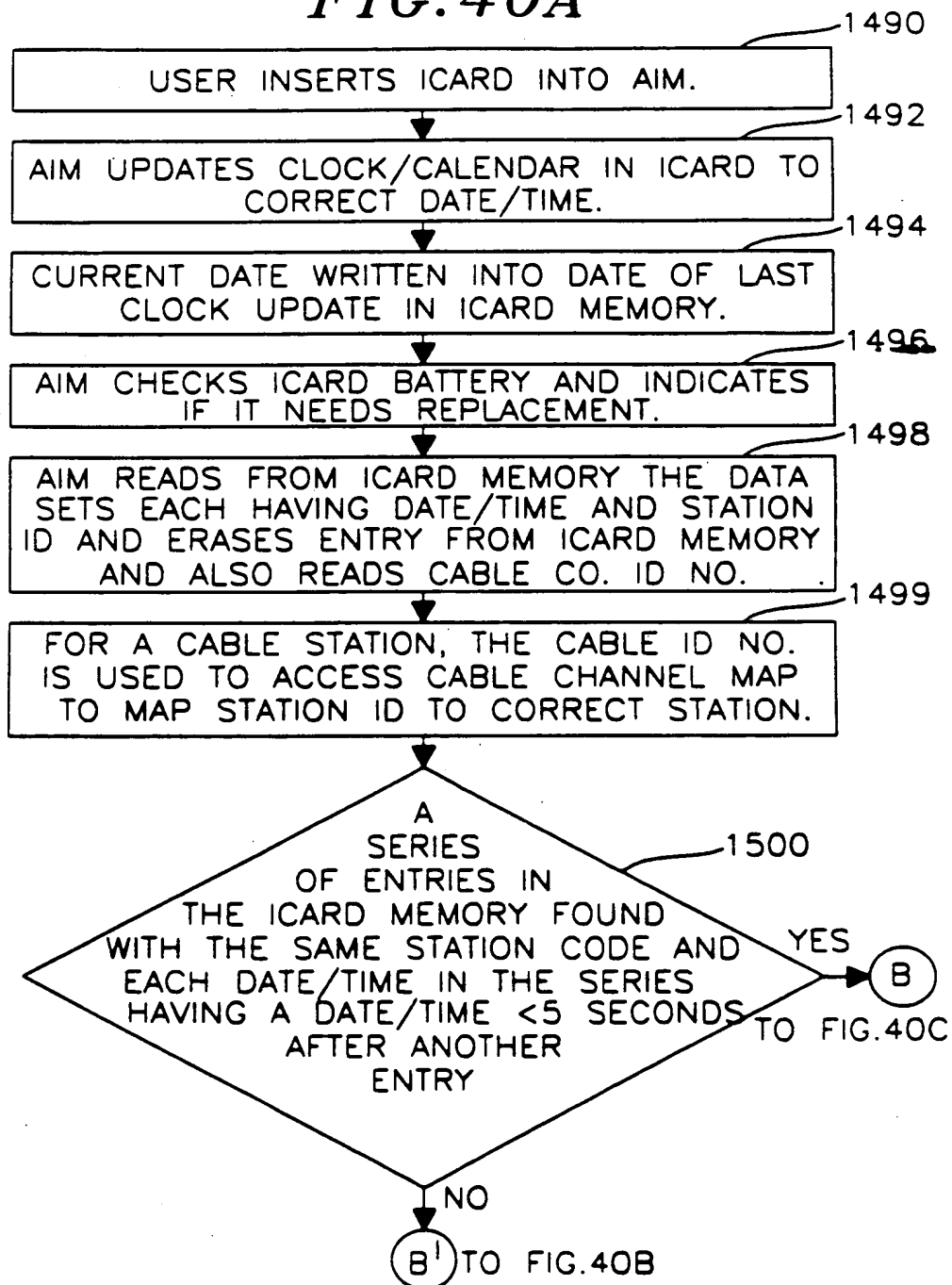
FROM FIGS. 36, 37A, 37B



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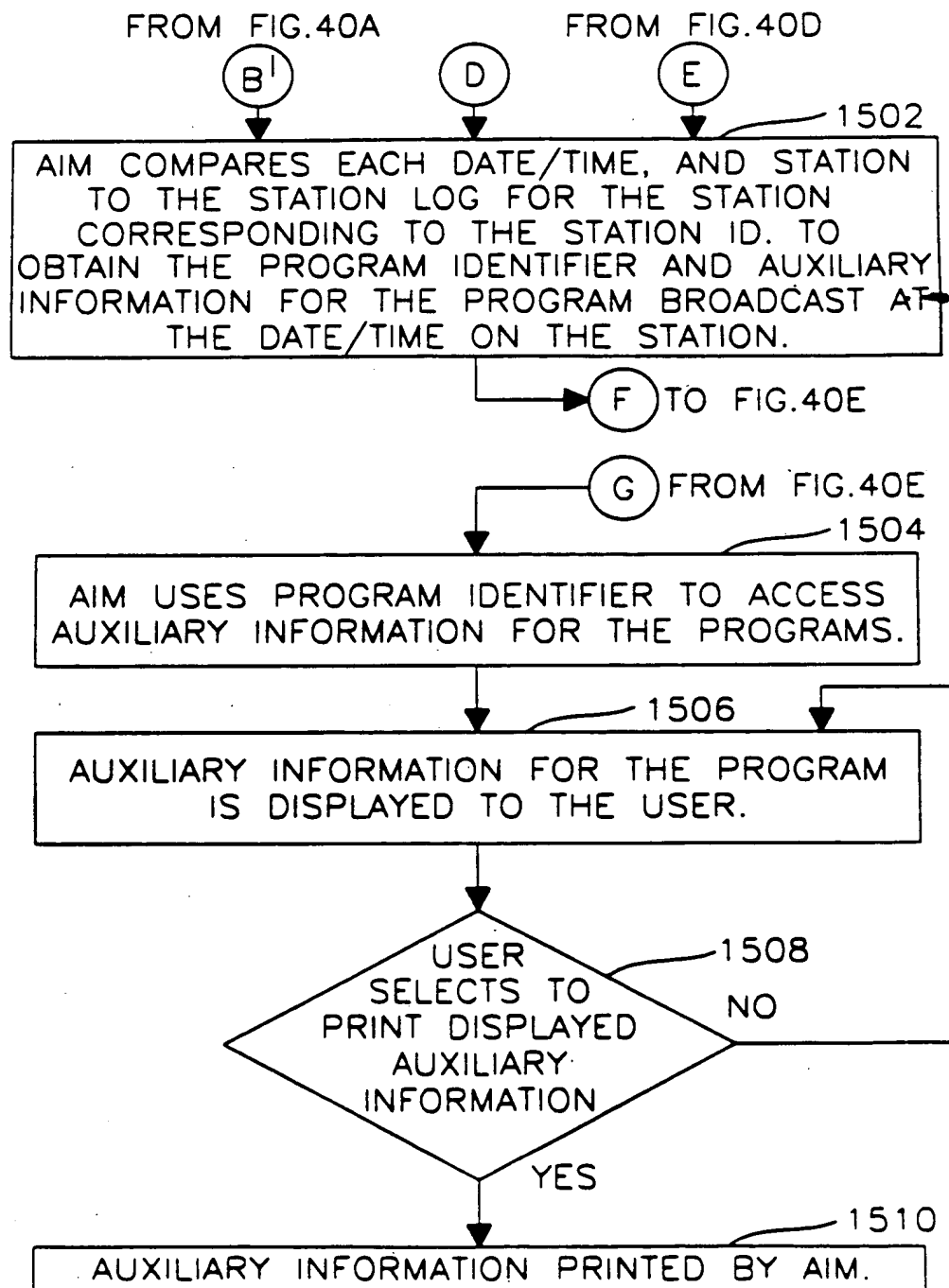
FIG. 39A*FIG. 39B*

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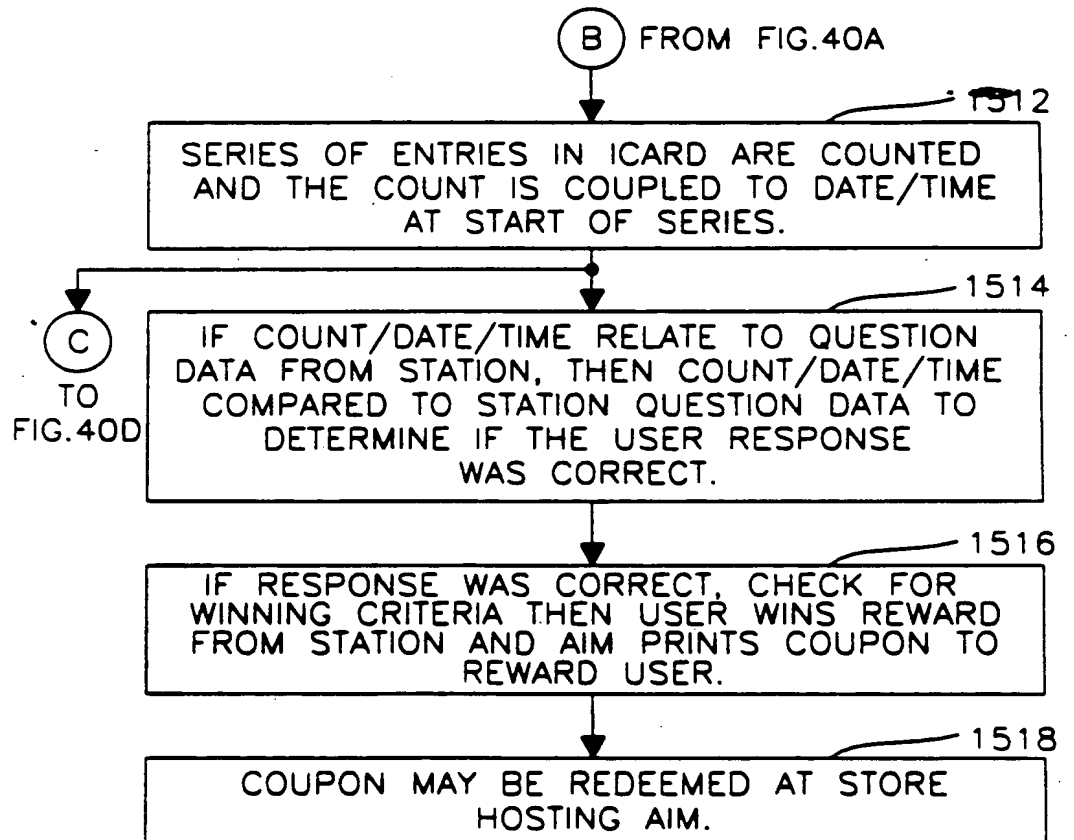
FIG. 40A

665110" 3426600

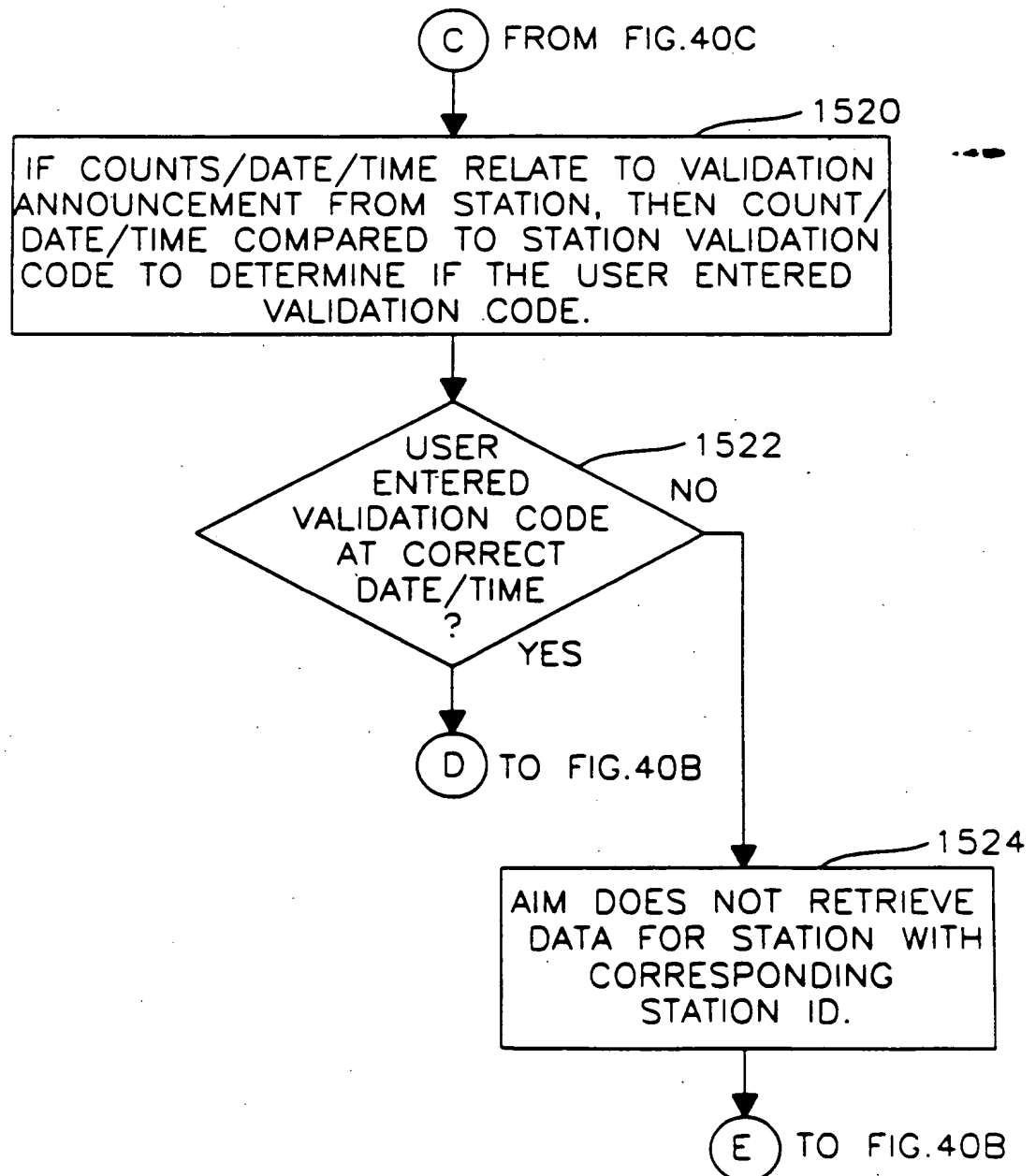
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FIG. 40B

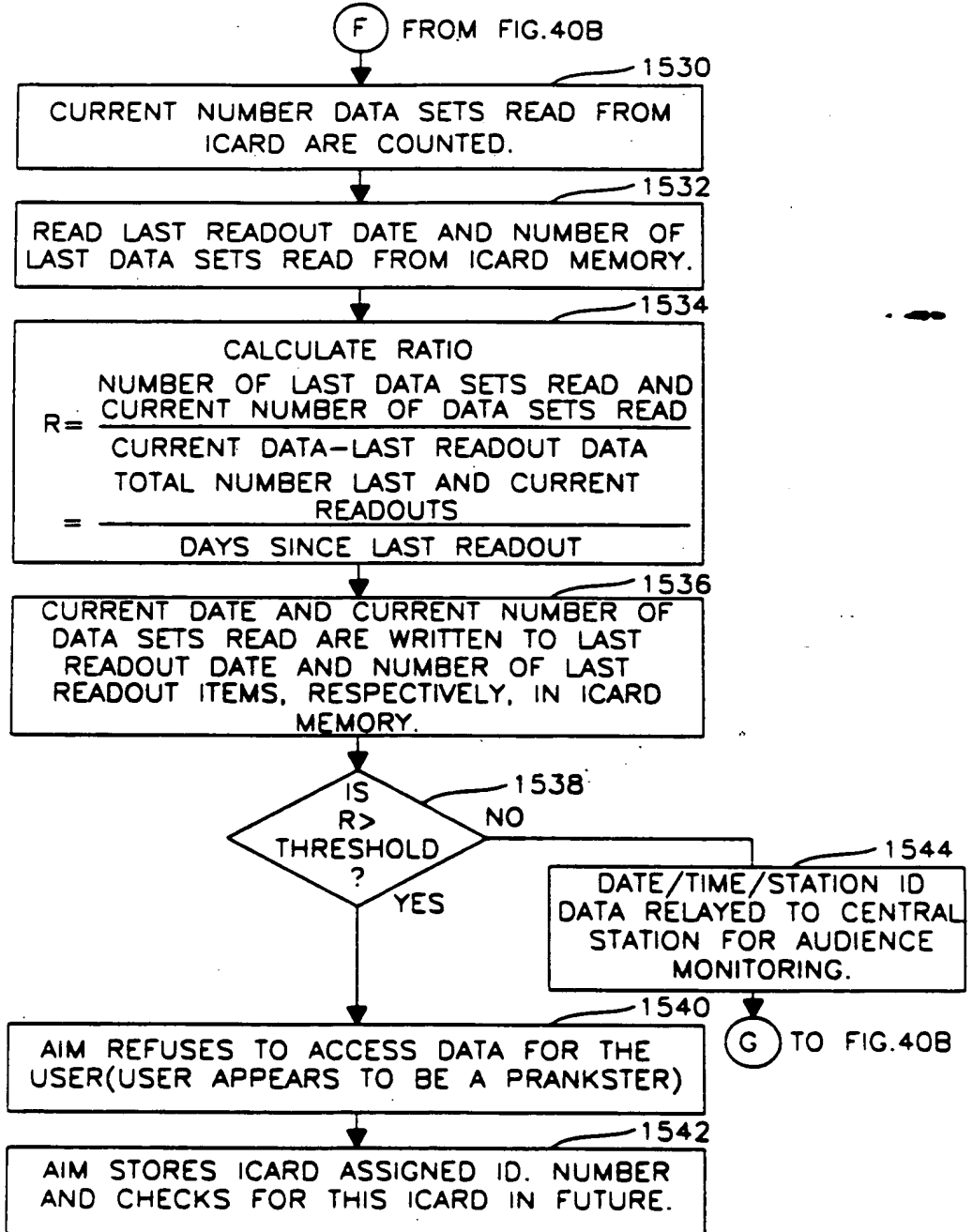
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FIG. 40C

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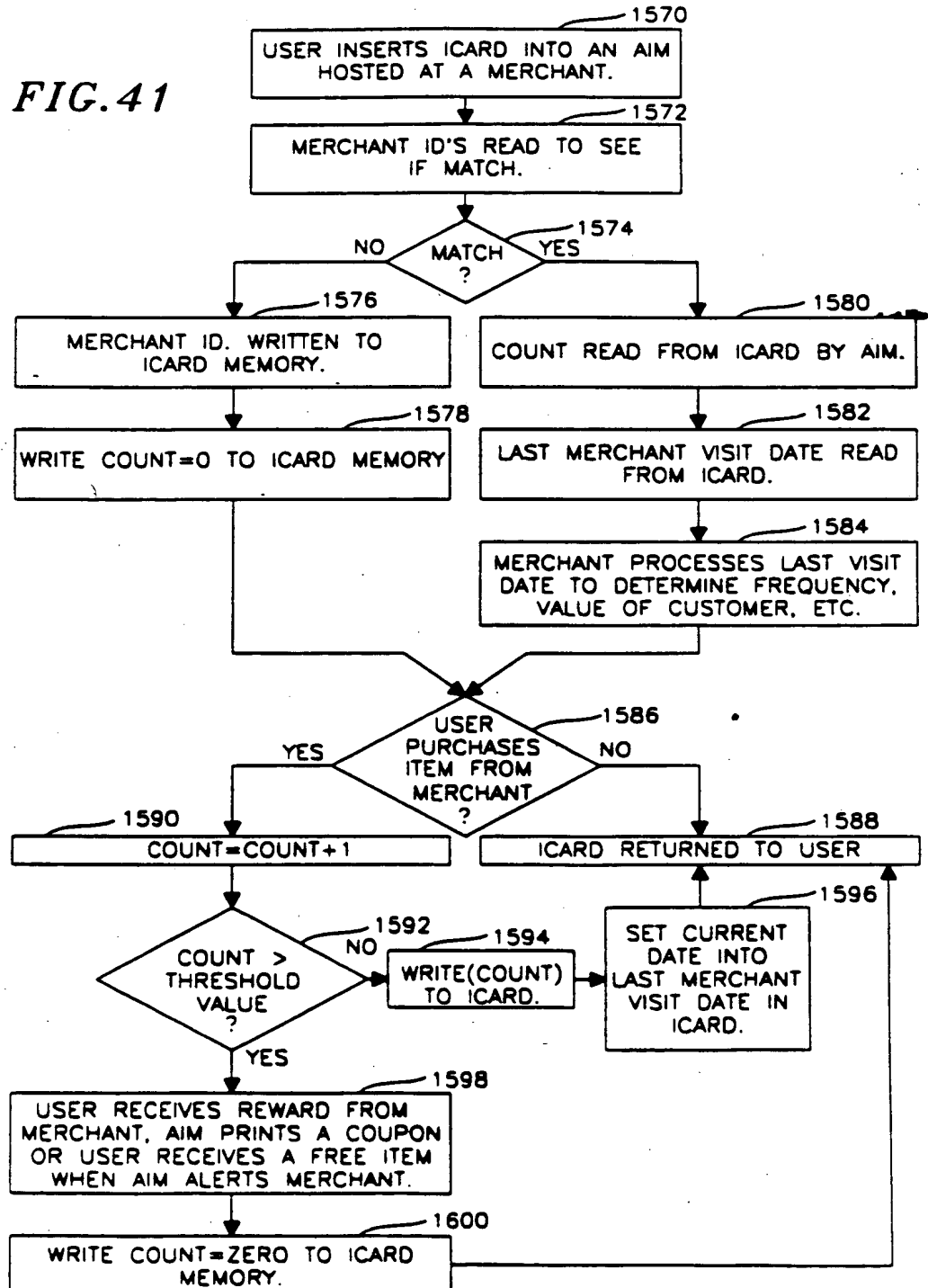
FIG. 40D

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FIG. 40E

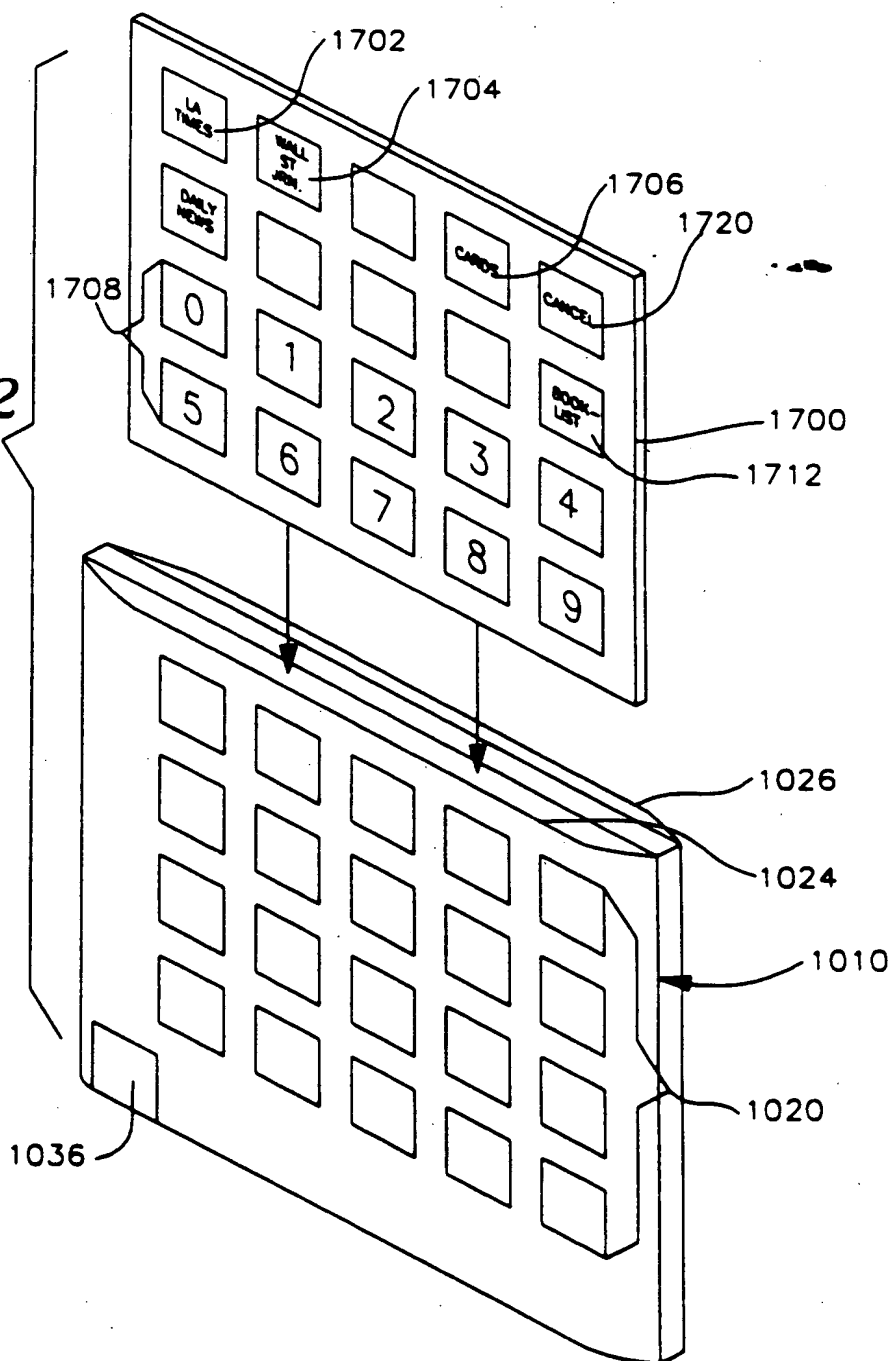
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FIG. 41



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FIG. 42

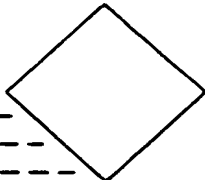


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FIG. 43

1722	KEY F1	LA TIMES	1724
	KEY F2	WALL ST. JRN.	
	⋮	⋮	
	KEY F4	CARDS	
	KEY F5	CANCEL	
	⋮	⋮	
	KEY F10	BOOKLIST	
	KEY F11	0	
	KEY F12	1	
	⋮	⋮	
	KEY F20	9	

FIG. 44

PUBLICATION LA TIMES	

1738

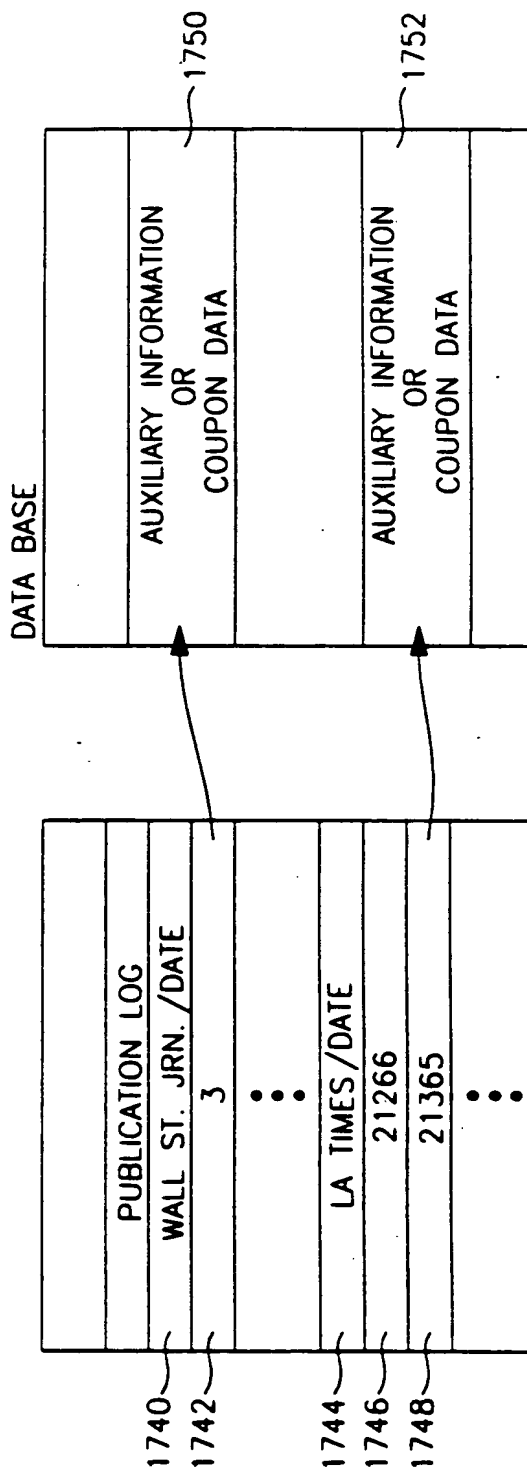
21365

FIG. 45

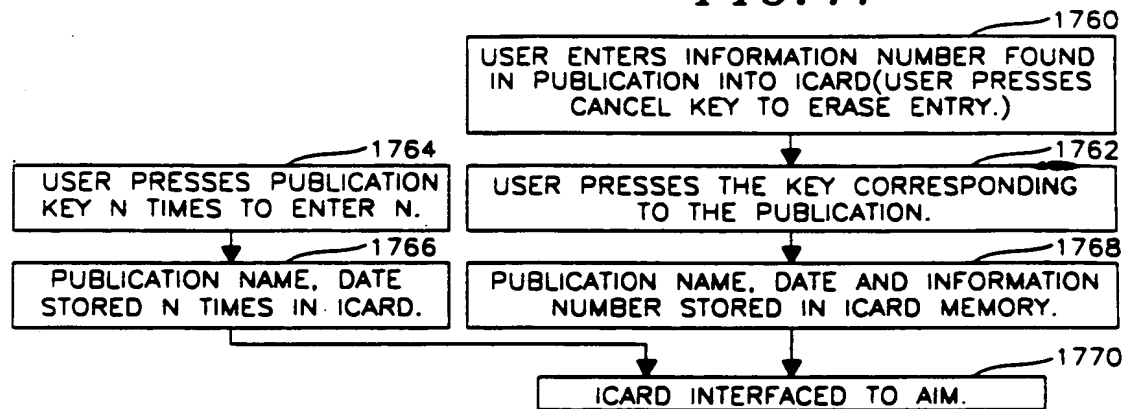
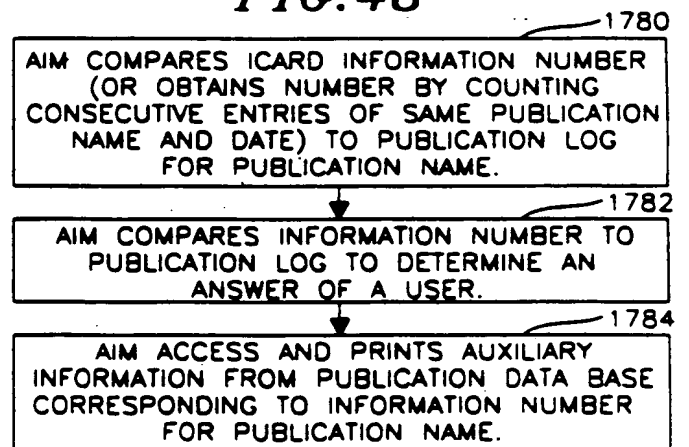
1726	PUB. NAME	DATE	NUMBER	1730
	LA TIMES	8/13/94	21365	
				1728
	WALL ST. JRN	8/14/94		
1732	WALL ST. JRN	8/14/94		
	WALL ST. JRN	8/14/94		
	ISBN			
	0-671-65991-X			1734
	⋮			
	CARDS			
	5233 6029 9060 9233			1735
	⋮			

665710 52222222

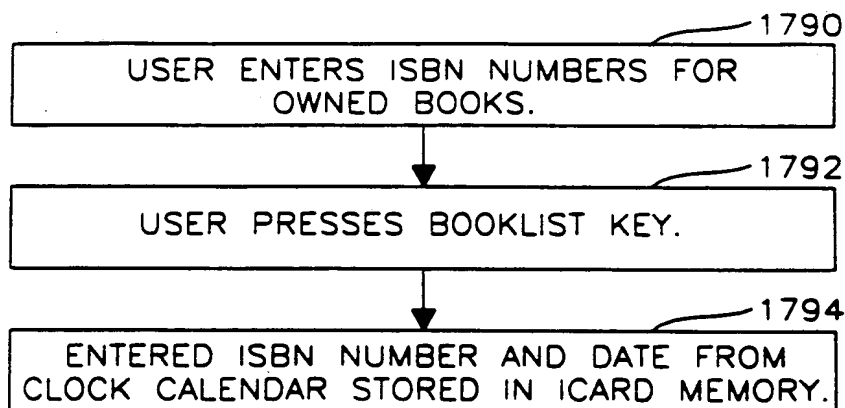
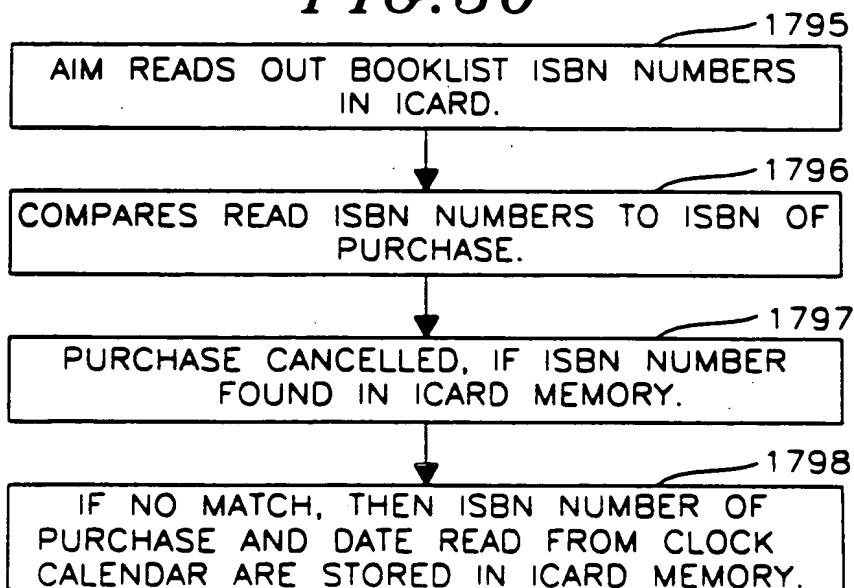
FIG. 46



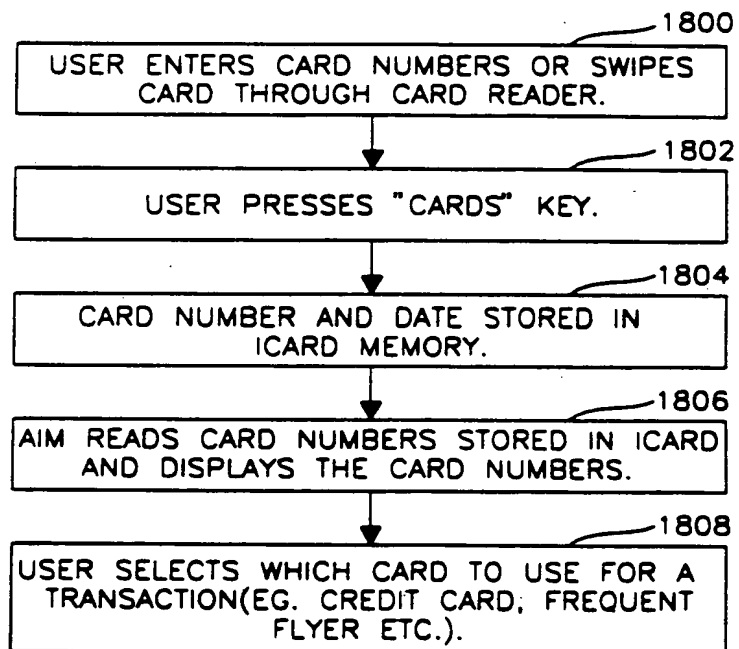
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FIG. 47*FIG. 48*

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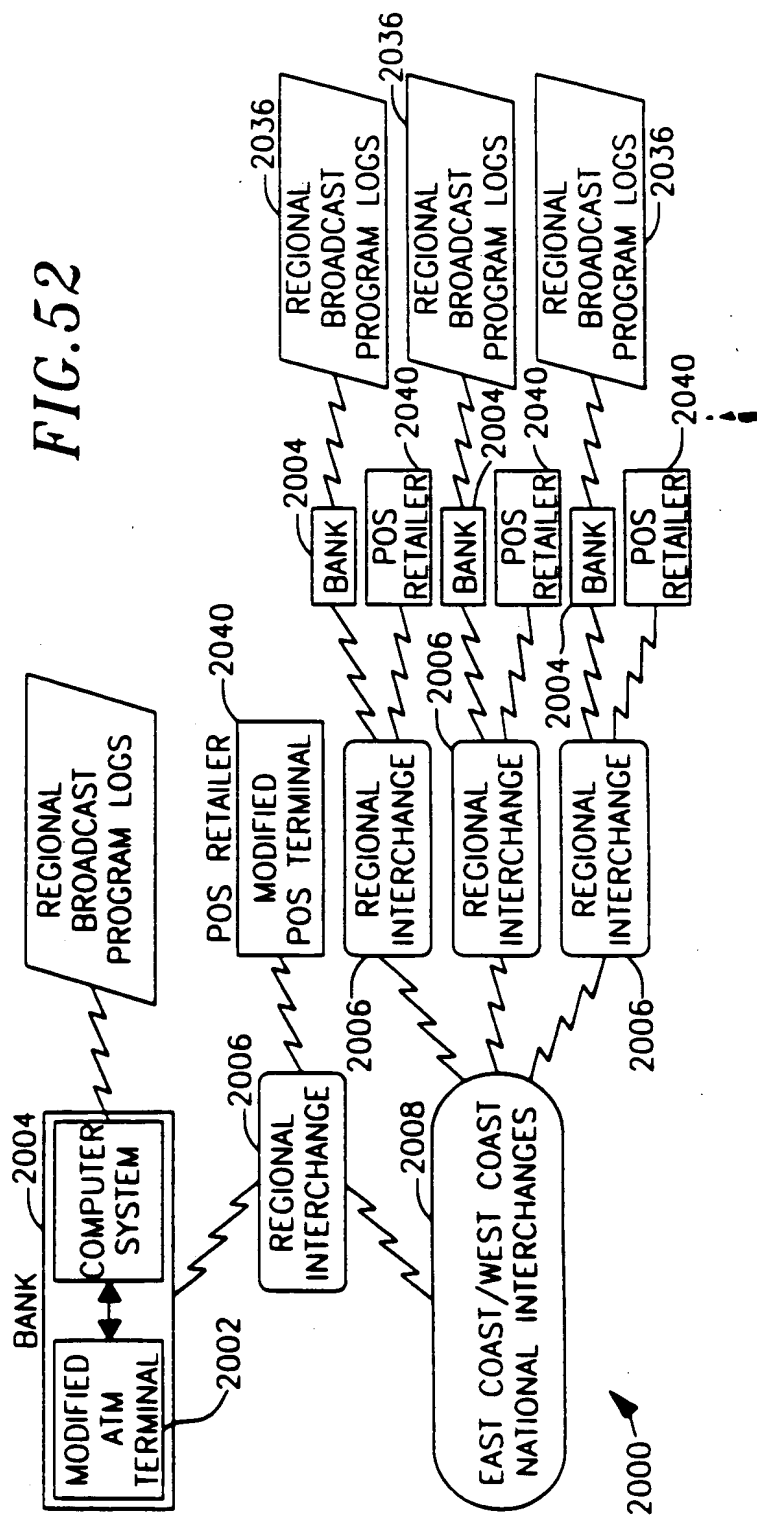
FIG. 49*FIG. 50*

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FIG. 51

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FIG. 52



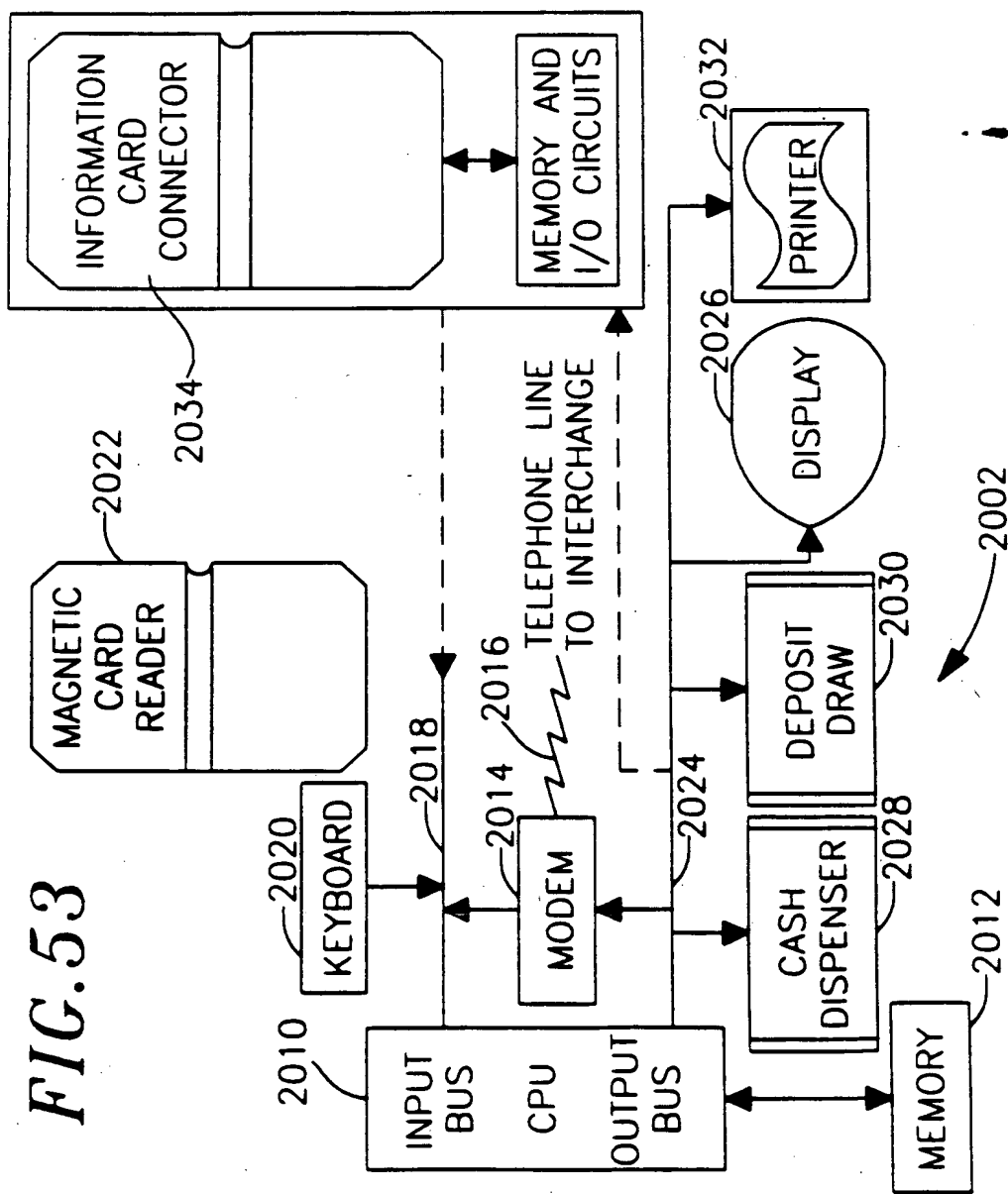


FIG. 53

FIG. 54

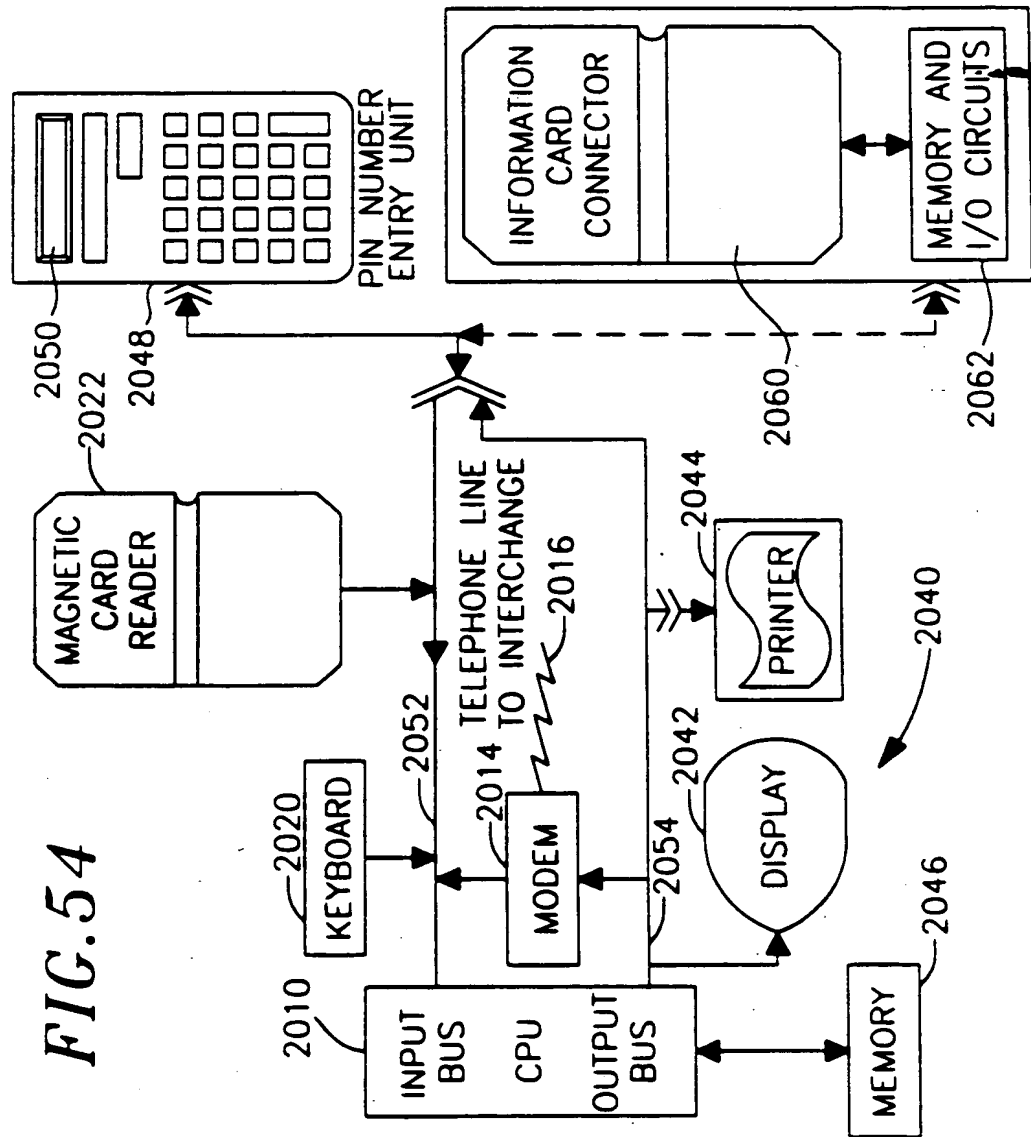


FIG.55

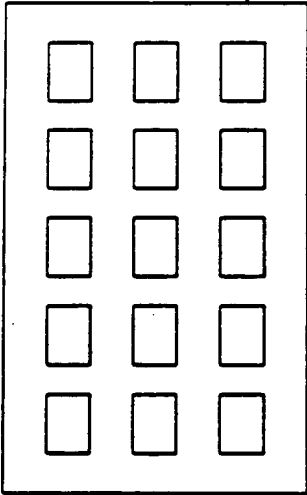


FIG.56

BROADCAST/CABLE STATION SETUP SHEET-LOS ANGELES					
34231	KKGO	105.1FM_	34729	KTWV	94.7FM
16375	KRTH	101.1FM_	94892	KXEZ	103.5FM
58768	CH 2	TV_	89760	CH 4	TV
68064	KMPC	AM_	86879	MTV	CBL
			26974	KUSC	91.5FM
			54754	KFI	640AM
			54568	ESPN	CBL
			48809	KABC	790AM

FIG.57

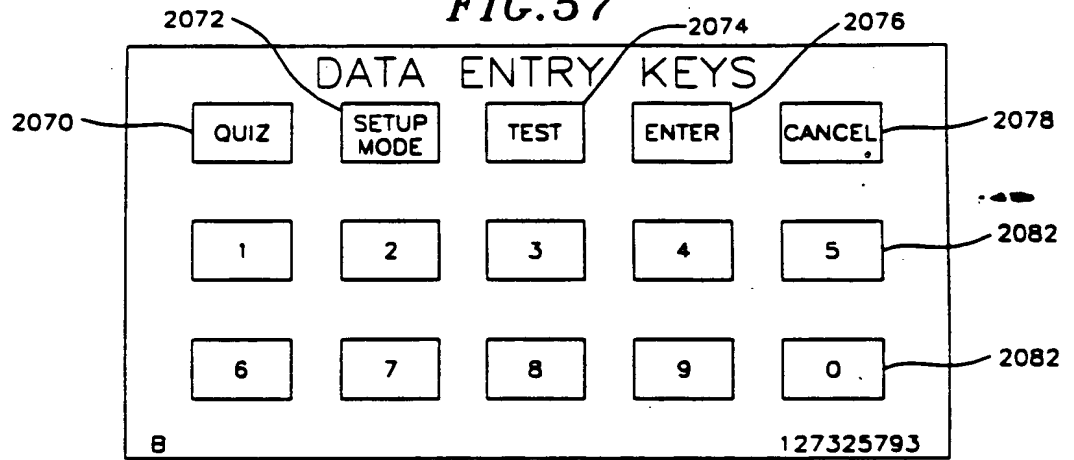


FIG.58

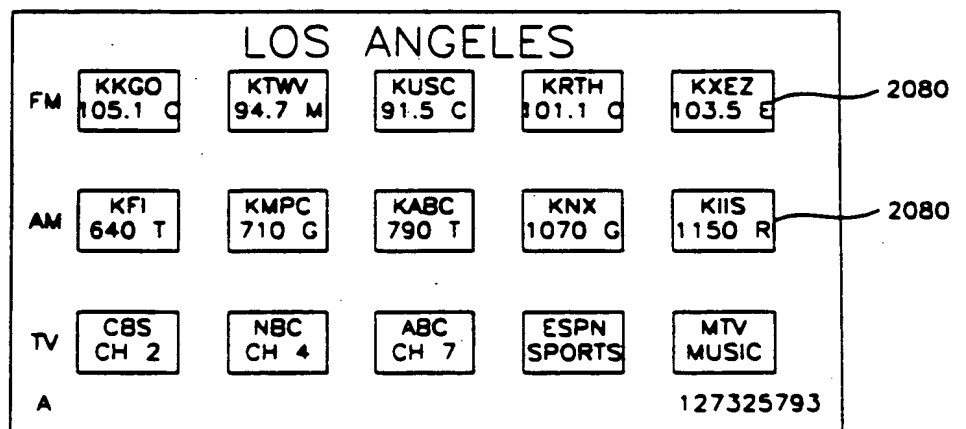
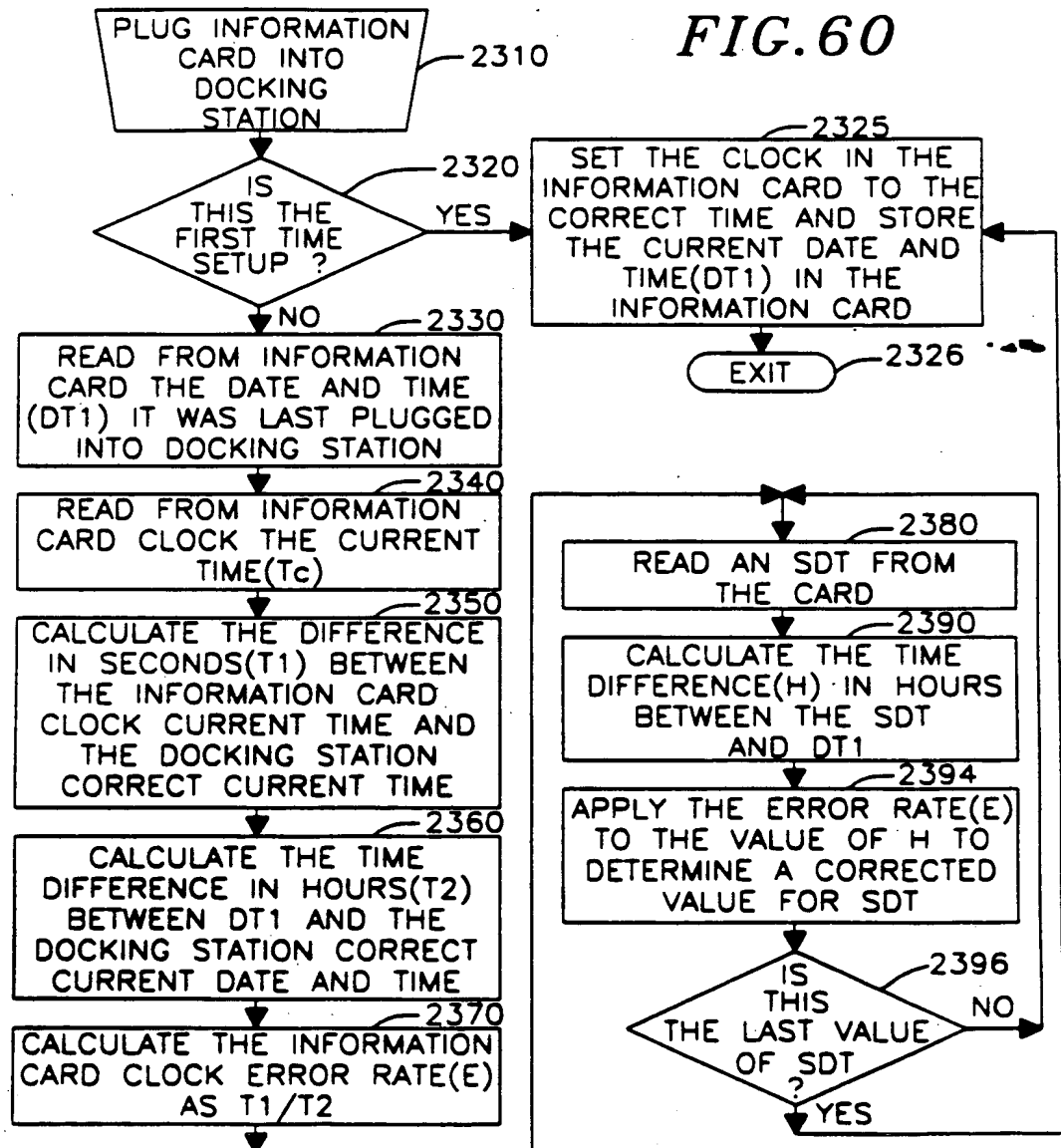


FIG.59

AMERICAN EXPRESS STATEMENT		
INFORMATION CARD ACTIVITY		
DATE	ITEM	STATUS
9/15/94	CIRCUIT CITY	\$50 CREDITED TO
KXEZ	\$50 COUPON	YOUR PURCHASE OF
103.5		A TV
9/23/94	BUD FOOTBALL	YOU WERE A
KNBC	CONTEST	WINNER! \$100
CH 4		CREDITED TO YOUR
		ACCOUNT
OTHER INFORMATION		
<div>KCBS CHANNEL 2 9/20/94 7:42 PM NAME THE CAPITAL OF TEXAS AUSTIN YOUR ANSWER AUSTIN CORRECT COUPON FOR FREE GIFT REDEEM AT ANY TOYS R US STORE EXPIRES 10/24/94</div>		
<div>KNBC CHANNEL 4 9/18/94 8:57 PM HOW MANY YARDS IN THE NEXT DOWN? 27 YOUR ANSWER 27 YOU WON! COUPON FOR FREE T-SHIRT REDEEM AT ANY GAP STORE EXPIRES 10/22/94</div>		
<div>KXEZ 103.5 9/19/94 10:04 AM "I CAN'T CRY" NATALIE COLE GOOD TO BE BACK \$2.00 DISCOUNT COUPON FOR THIS ALBUM REDEEM AT ANY BLOCKBUSTER MUSIC STORE EXPIRES 9/27/94 INFO CARD 7777-46058-2</div>		
<div>KXEZ 103.5 9/19/94 10:04 AM "I CAN'T CRY" NATALIE COLE GOOD TO BE BACK \$2.00 DISCOUNT COUPON FOR THIS ALBUM REDEEM AT ANY BLOCKBUSTER MUSIC STORE EXPIRES 9/27/94 INFO CARD 7777-46058-2</div>		

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FIG. 60



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FIG. 61

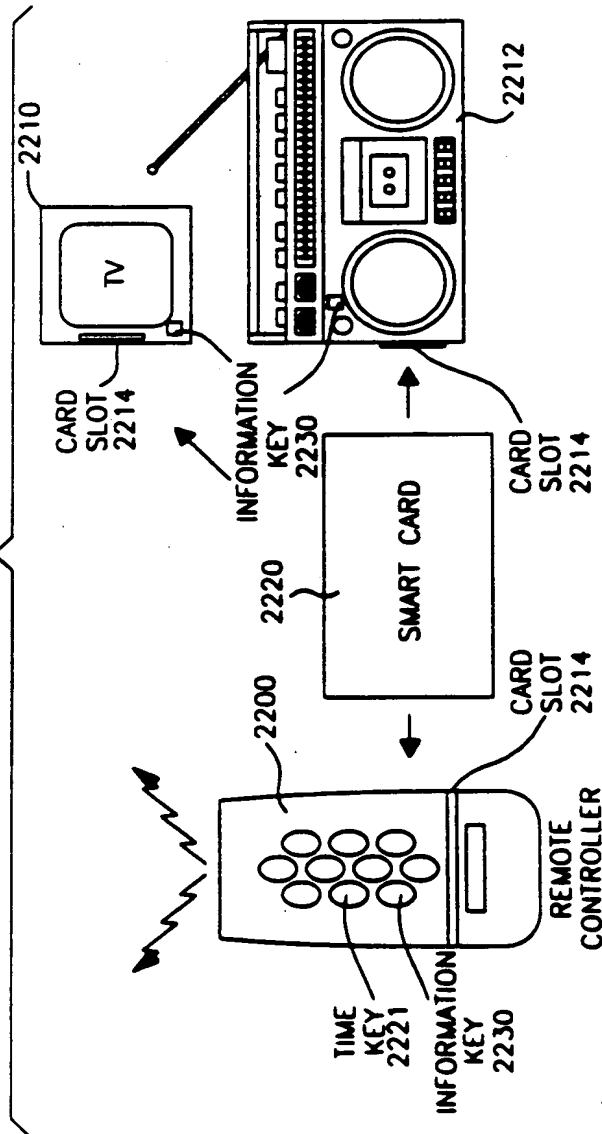
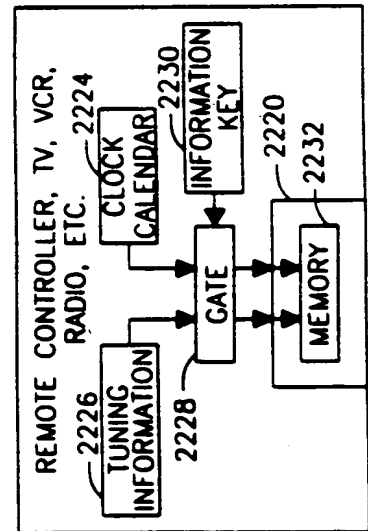


FIG. 62



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665710" 54226260

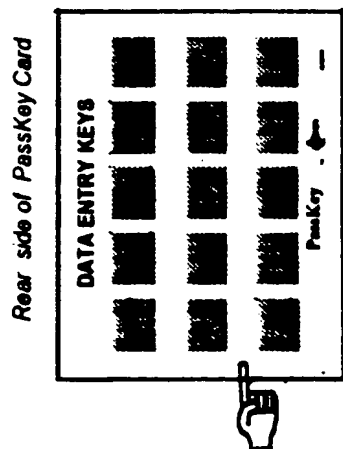
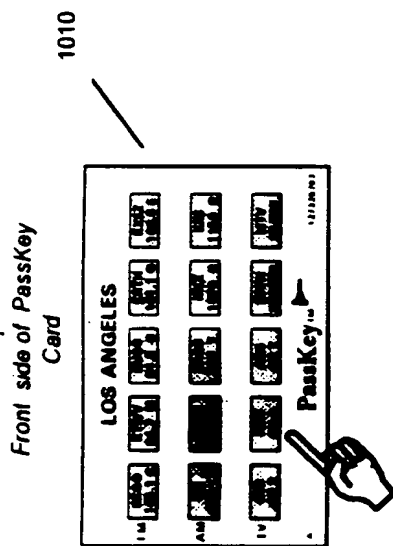


Figure 63

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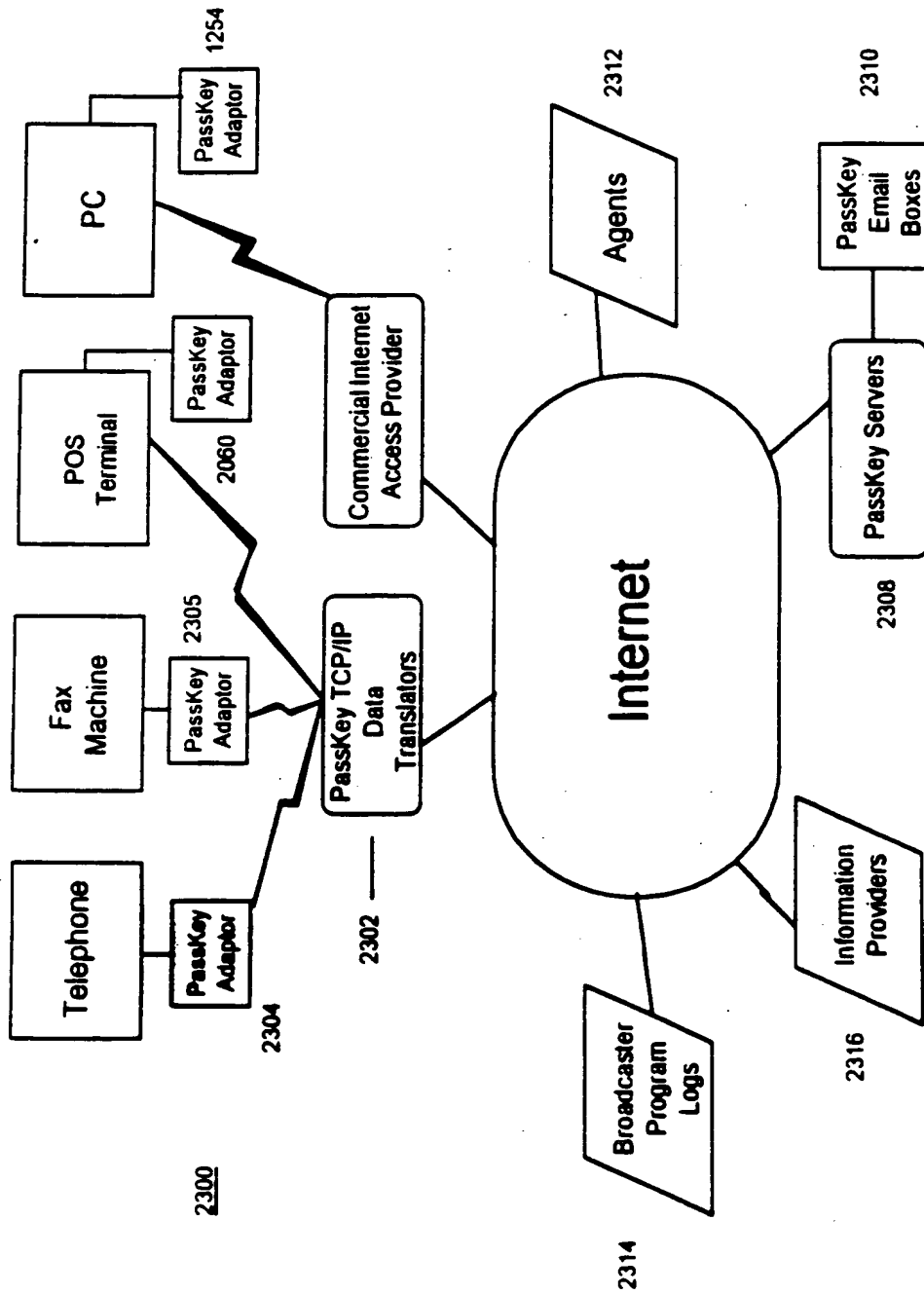


Figure 64

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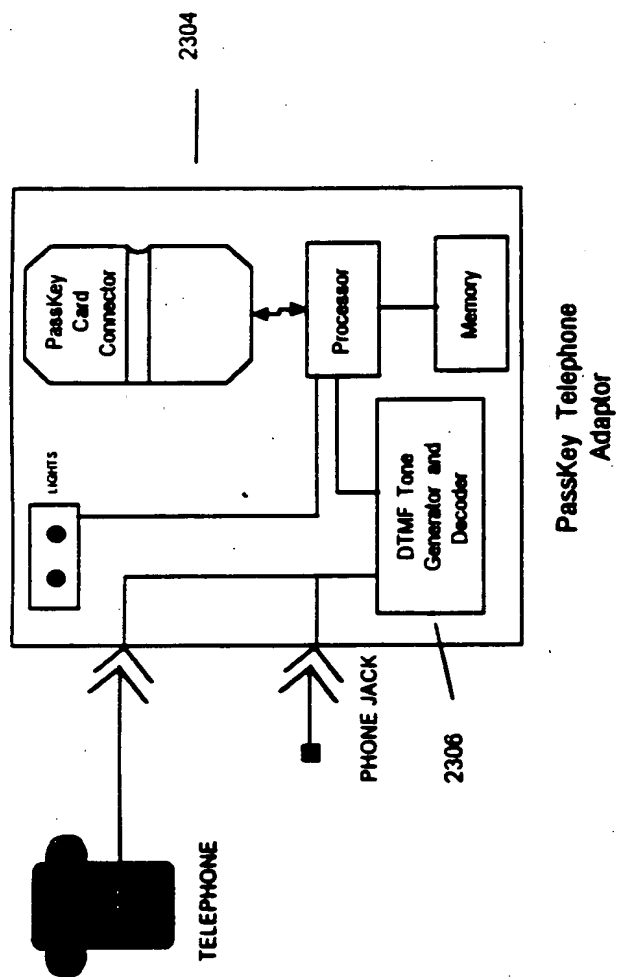


Figure 65

2305

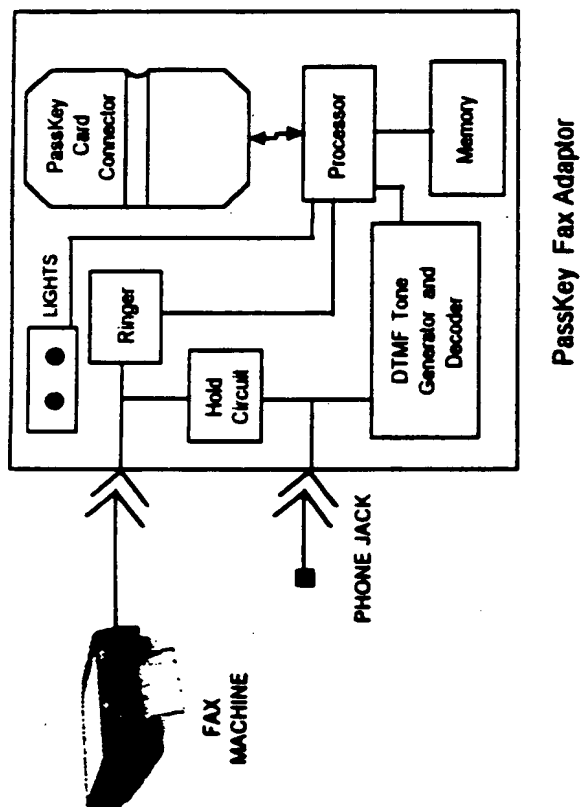


Figure 66

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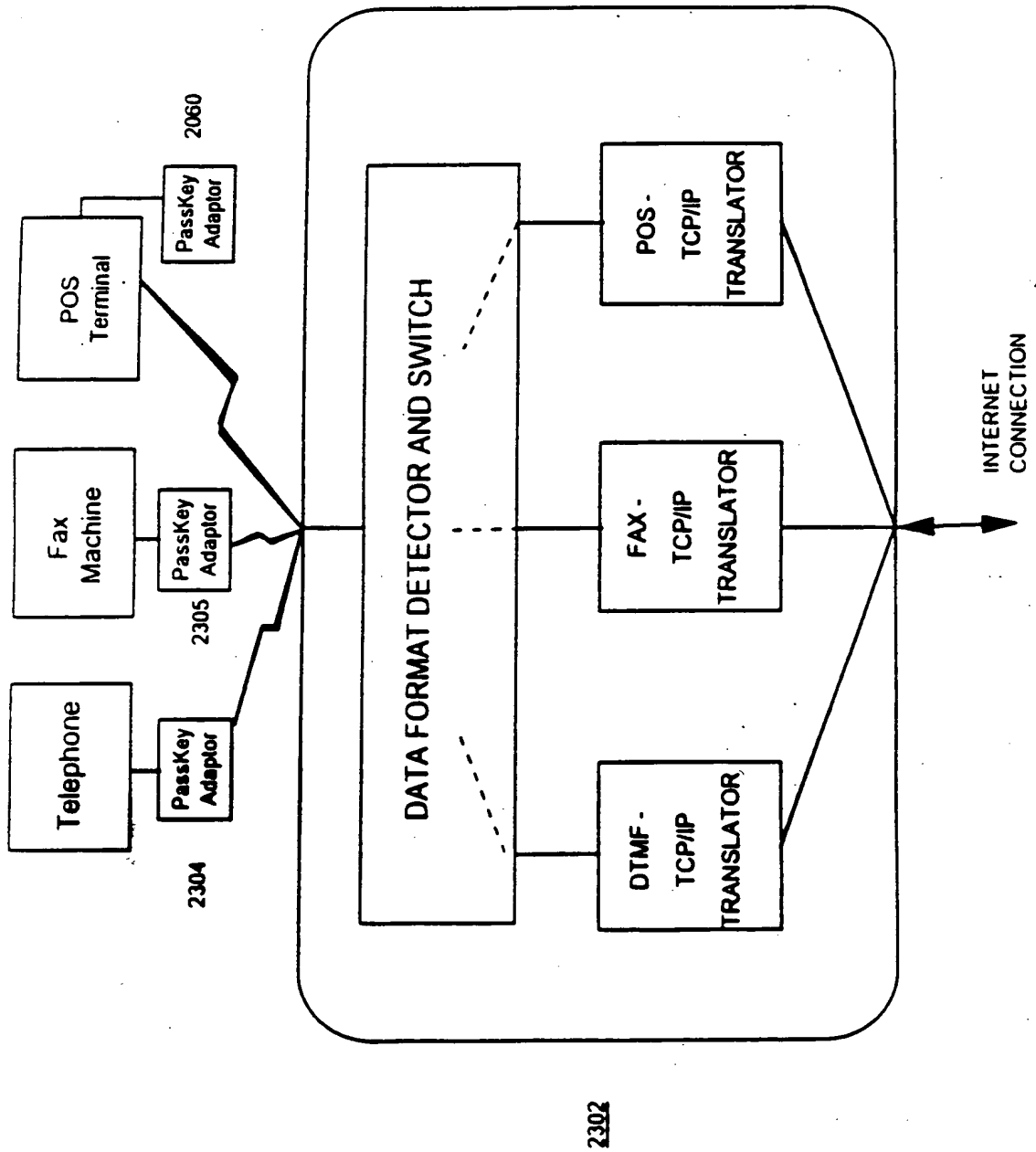


Figure 67

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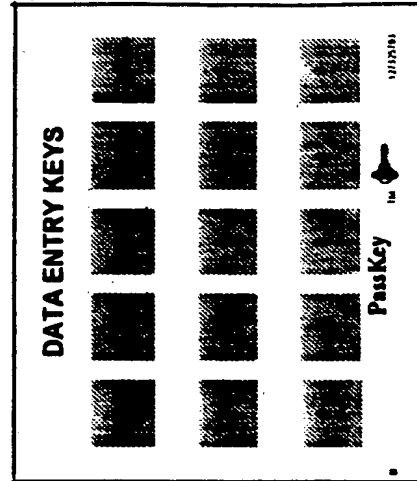
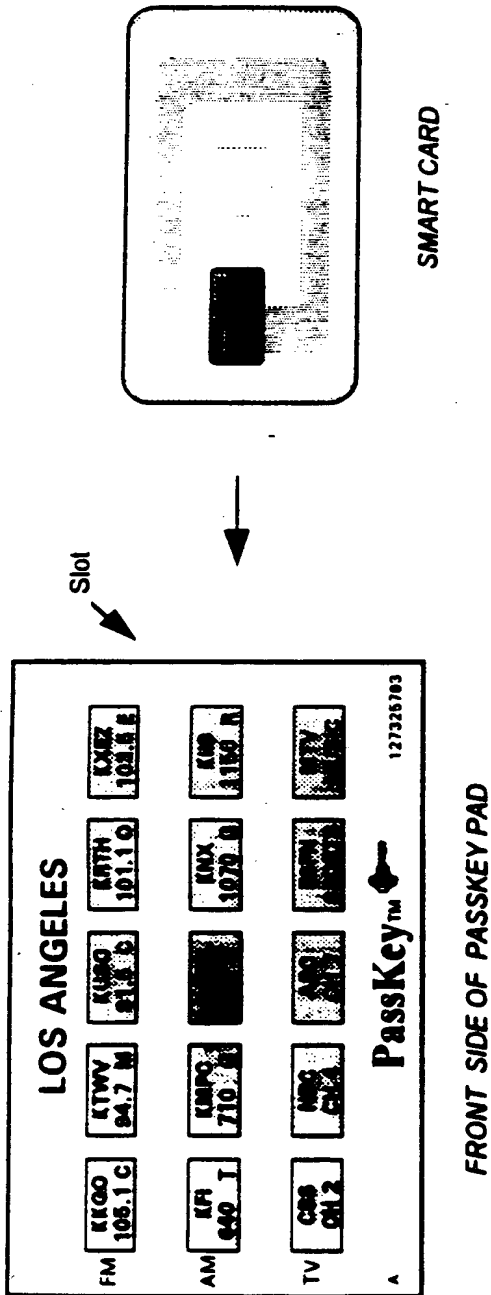
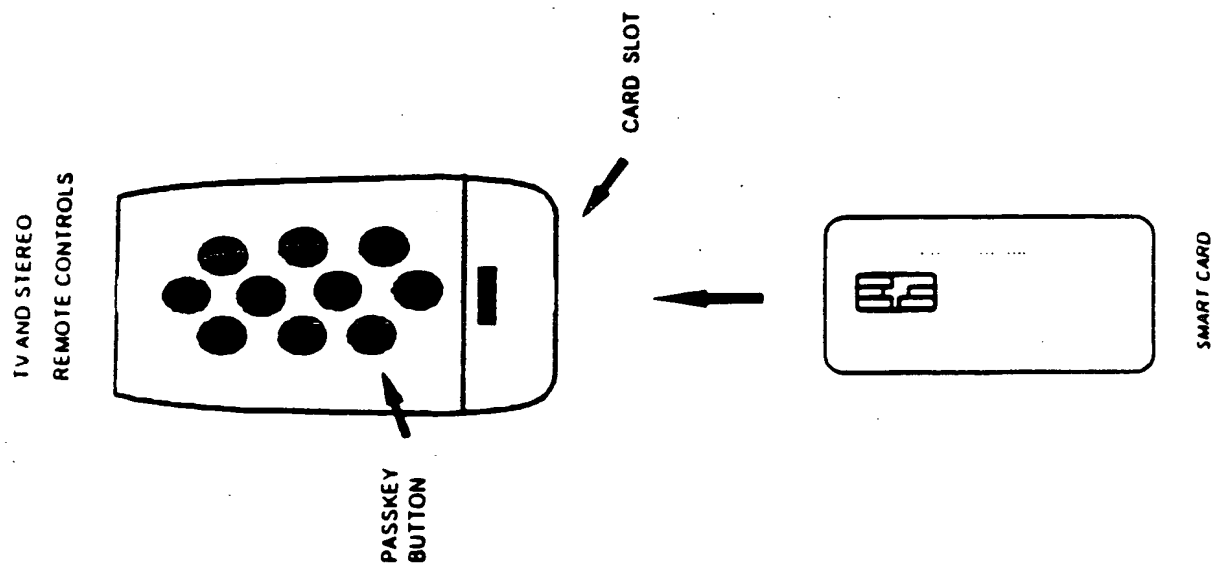


Figure 68

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Figure 69



SUBSTITUTE SHEET (RULE 26)

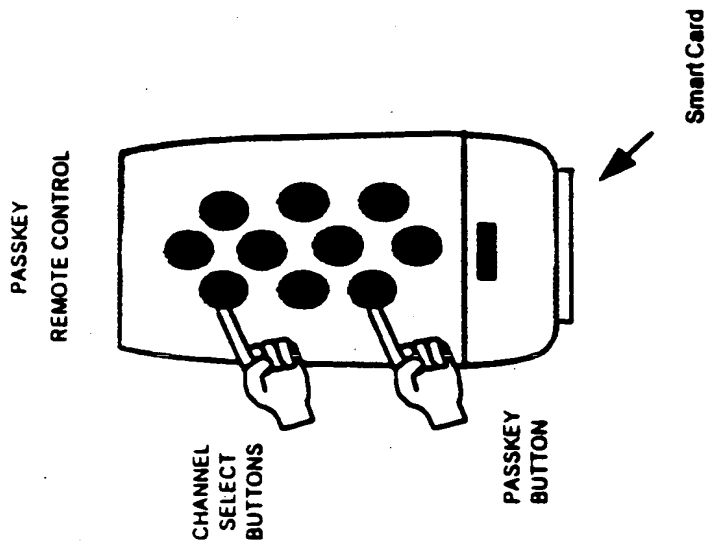
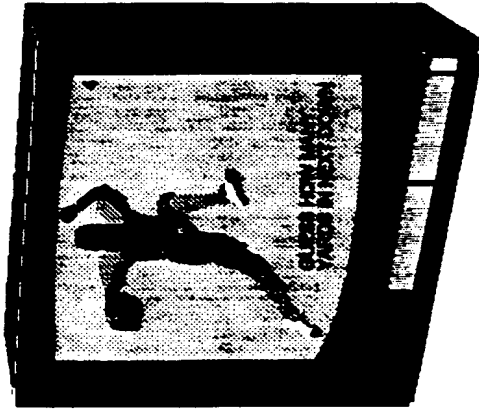


Figure 70

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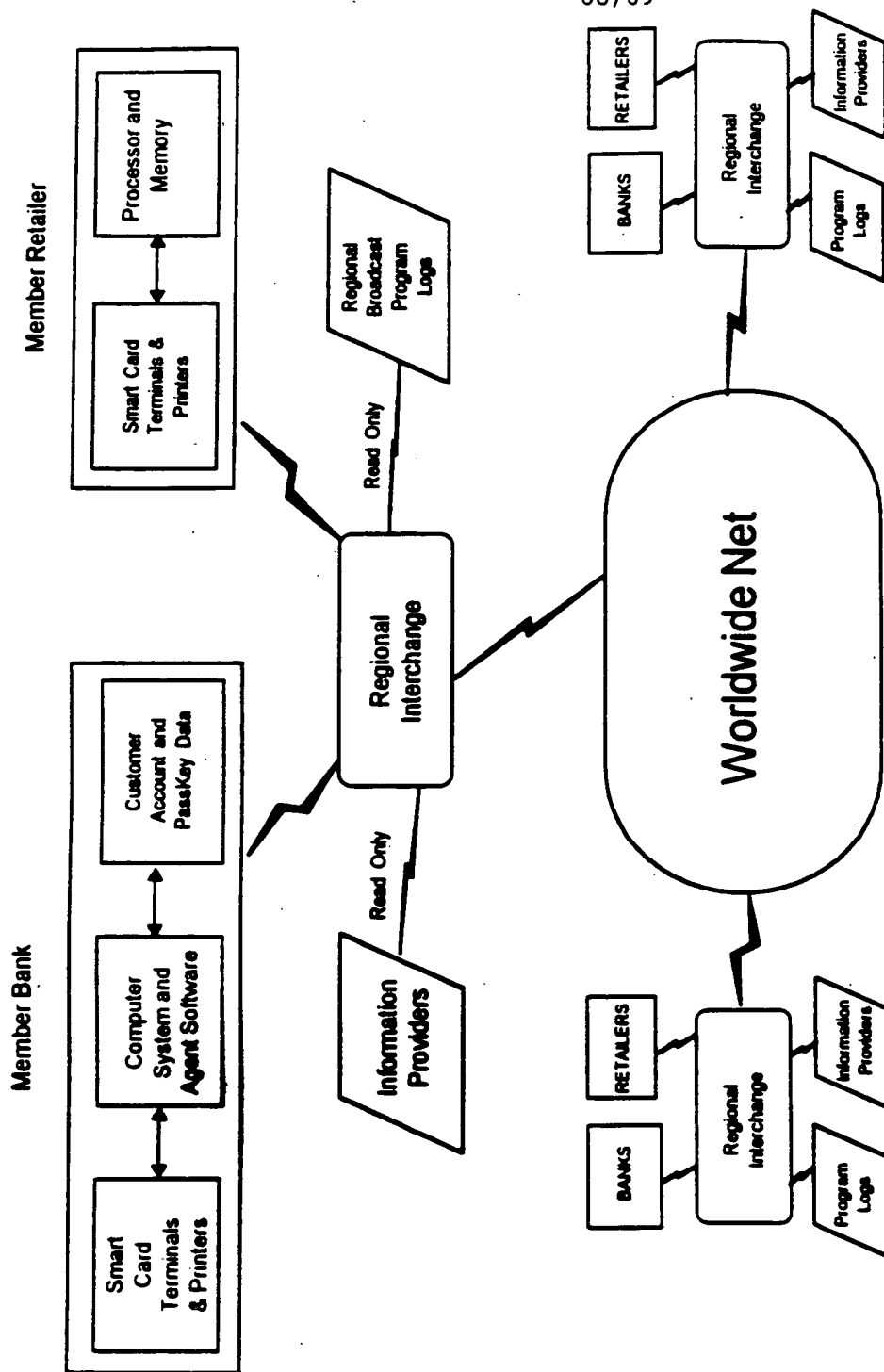


Figure 71

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665410 5422600

KNEZ 103.5	\$2.00 DISCOUNT COUPON FOR THIS ALBUM
9/13/94 10:04 AM	Redeem at any
"I CAN'T CRY"	BLOCKBUSTER MUSIC
NATALIE COLE	Store
GOOD TO BE BACK	Expires 9/27/94
	PassKey
	7777-46058-2

EXAMPLE OF SONG IDENTIFICATION AND COUPON

KCBS CHANNEL 2	9/20/94 7:42 PM
Name the Capital of Texas	
AUSTIN	
Your Answer:	
AUSTIN	
CORRECT!	
COUPON FOR FREE GIFT	
Redeem at any	
TOYS R US	
Store	
Expires 10/24/94	

EXAMPLE OF QUIZ RESPONSE

KNBC CH 4	9/18/94 8:57 PM
How many yards in the next down?	
9	
Your Answer:	
9	
YOU WON!	
COCA COLA	
SWEETSTAKES	
\$500 HAS BEEN ADDED TO YOUR SMART CARD ACCOUNT!!	

EXAMPLE OF CONTEST RESPONSE